






SEPTEMBER 10, 1960

\$2.00

# *Sales Management*

THE MAGAZINE OF MARKETING

## Business Gifts and awards for Christmas and all the year

for long service awards  for  
anniversaries  for incentive  
programs  for customers   
for employees 

*A Gift to be  
cherished...  
forever!*



*Label on Carafe easily removed*

**Marie Brizard**

IMPORTED FRENCH CREME DE MENTHE

*In the*

**Chantilly Carafe of Genuine French Haviland Limoges**

Laboratory  
gift boxes, re-  
producing the  
celebrated "Marie  
Brizard" design in  
blue, pink, or  
green. Vignette by  
G. L. L. L.



A twofold gift treasure from France! The liqueur of connoisseurs,  
MARIE BRIZARD Creme de Menthe (Green)... regally contained

in world-famed Limoges porcelain of glorious beauty. Each  
Chantilly Carafe has been individually hand made... each a rare  
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If you are looking for such a gift, whether to grace an office or home, consider Lenox. Unsurpassed in quality, Lenox is a name that of itself lends prestige to the giver. An enduring gift, Lenox will be appreciated and cherished for many years.

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There are more than thirty handsome gifts to choose from... here are a few.



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SAY

*Merry Christmas*

to your employees . . .  
business friends . . . with  
a basket of luscious  
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CHRISTMAS DELIVERY GUARANTEED

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City \_\_\_\_\_ State \_\_\_\_\_

# Sales Management

THE MAGAZINE OF MARKETING

SEPTEMBER 10, 1960

VOLUME 85, NO. 7

# Business Gift Issue

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SALES MANAGEMENT

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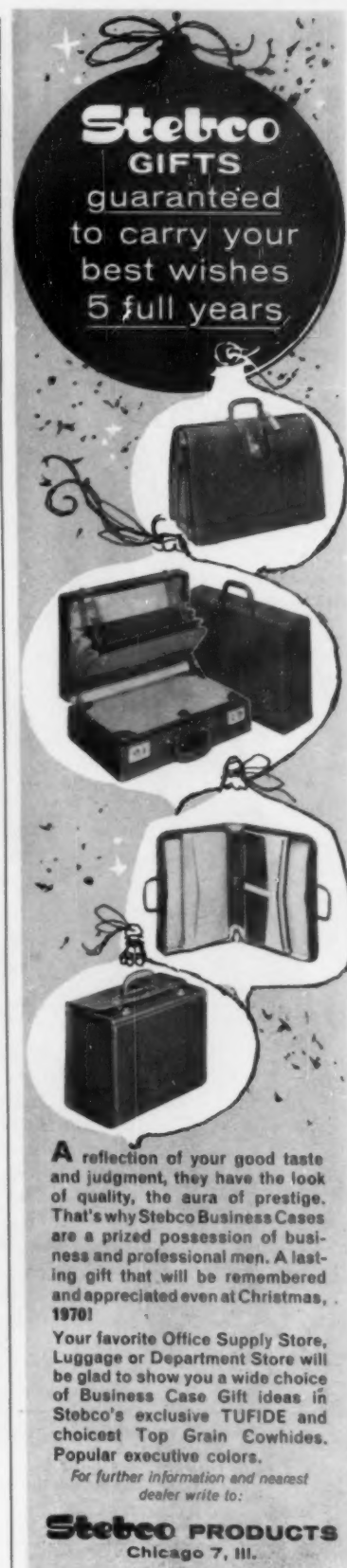
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SEPTEMBER 10, 1960



**Stebco**  
**GIFTS**  
guaranteed  
to carry your  
best wishes  
5 full years

A reflection of your good taste and judgment, they have the look of quality, the aura of prestige. That's why Stebco Business Cases are a prized possession of business and professional men. A lasting gift that will be remembered and appreciated even at Christmas, 1970!

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*Pens and Pencils*  
Since 1846

Let's be frank. We give business gifts for past favors and the hope of future business. That being true, why not give a gift the recipient will use every day, year after year? A gift that will constantly remind him of you and your company.

That kind of gift is a superb Cross Century pen and/or pencil. Unparalleled for performance, the slender, perfectly balanced Cross writing instruments are guaranteed to work forever. Distinctive in every detail, precision-made, handsomely gift packaged . . . you cannot give a finer, more appreciated gift. At better stores everywhere. Write for Business Gift Folder.

Company emblems may be attached and/or names or initials engraved.  
14 karat and 12 karat gold filled — sterling silver — lustrous chrome.  
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Please send "Cross Business Gift Folder" to:

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COMPANY \_\_\_\_\_  
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SALES MANAGEMENT



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about Scotch,  
the more you  
like Ballantine's



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Multikolor  
Pencils  
World's Four-Most  
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*World's  
Finest  
Good Will  
Gift*

No finer,  
more enduring  
expression of  
regard—no  
better good  
will gift—  
than a  
jewelry-crafted  
Norma Pen-Pencil  
Combination...  
May be neatly  
engraved with  
individual or  
firm name.  
Appropriately  
boxed.

Actual  
Size

CLICK—Black Pencil!  
CLICK—Blue Pencil!  
CLICK—Red Pencil!  
CLICK—IT'S A PEN!

**Norma  
Pen-Pencil Combination**  
in Chrome... **\$5.95** F.T.S.  
Also available deluxe Models  
from \$100. to \$550. in 14Kt.  
Gold, Palladium and Platinum.  
Other models with 4 colors  
of lead from \$5. up.

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## Thank You— 912 Times

**F**ROM the top of the page and the bottom of our hearts, we say "Thanks!" to 912 sales executives. The 912 took part in SM's Ninth Annual Survey of business gift and incentive policies. They deserve a great big hand from us, and also from all executives.

Statisticians could have a picnic estimating the cost of those 912 questionnaires. Consider: The Survey asked 20 questions. Filling in the blanks required looking up records, consulting with associates. A whopping number of man-hours went into the task.

Chairmen, presidents, vice presidents, sales managers earn salaries to match their responsibilities. If they had billed us at their usual hourly rates, SM's treasurer would now be snugly attired in a straitjacket.

Fortunately for him and for us, the valuable time, experience, and ideas of respondents cost not one penny.

Cynics sometimes say that the motto of mankind is: "What's in it for me?" In moments of gloom we may be tempted to agree. Then we heft the tall stack of Survey questionnaires.

There—in pen, pencil, and typewriting—is uncontrovertible proof that American businessmen work cheerfully "for the general welfare." They snatch minutes from crowded schedules, sacrifice leisure time for paperwork that offers no material reward.

Results of their cooperation appear a few pages forward. It's literally priceless information. And it's free.

Late next Winter a different group of company officers will receive a somewhat similar questionnaire. Their names are unknown today; pure chance decides which are chosen. Perhaps yours will be on the list. If so, please accept this advance notice as an engraved invitation to take part. You'll be in good company—the best.

After nearly a decade of Surveys, our amazement at the helpfulness of readers has worn thin. Our gratitude is permanent. We'd prefer to express it in a personal note to each one, now and in 1961. Since that is impractical, we can only rephrase our first sentence:

"Here's a top to bottom Thank You for all our royal, loyal subscriber-respondents."

—THE EDITORS



## THIS GIFT GIVING IDEA IS SO SIMPLE it's a wonder someone didn't think of it before . . .

If **YOU** have the problem of selecting the Christmas gifts that must please **EVERY ONE** of your employees, prospects or customers, the smartest way out is **TO LET THEM PICK THEIR OWN GIFTS.**

The above pictured **GIFT-BOOKARD** is the simple, sensible and economical way of doing just that. It enables you to say "Thank You" to anyone . . . without first trying to read their minds . . . and without the inevitable mistakes.

The **Gift-Bookard** is a combination of personalized Greeting Card, a registered Gift Certificate in the form of a postage paid reply card, and a colorful booklet offering recipients a choice of 24 impressive gifts.

The **Gift-Bookard** eliminates all work and worry on your part. All you do is order the exact quantity you need, whether 50 or 50,000. We imprint the covers (or you may design and print your own) and supply mailing envelopes. Each person who receives a **Gift-Bookard** from you picks the one gift he or she prefers, by mailing the attached Registered Gift Certificate card back to us. We supply the gifts, wrap them and ship them prepaid . . . all for only \$6.50 each.

A **special feature** of the **Gift-Bookard** is the useful and worthwhile nature of the gifts, each of which is valued to \$10. and is unconditionally guaranteed. The 24 gifts are shown in full color and almost anyone would enjoy personally choosing and using any of these beautiful gifts.

**What's more**, you have tastefully exposed your name to the recipients twice . . . once with the **Gift-Bookard**, then with the gift. You save time, labor and money through group purchasing and handling . . . you create lasting goodwill impressions on your customers, prospects or employees . . . all for the modest \$6.50 price.

**Fact is**, leading executives have said that the **Gift-Bookard** is the most important new idea for solving the problems inherent in obligatory gift giving to come along in many a year.

**The next move is yours.** If you'd like to see a sample **Gift-Bookard**, fill in the coupon below and mail to us — no obligation of course. Or . . . possibly you can refer this ad to someone in your company who might be interested.

### IMPORTANT FACTS TO KNOW . . .

The U. S. Senate, in an effort to close "loopholes" in existing tax laws, has recommended a clampdown on tax exemptions for business expenses. The amendment would **LIMIT DEDUCTIBLE GIFTS TO A \$10 VALUATION.** (This excerpt is from Page 1 of the N. Y. Herald Tribune of June 21st, 1960).

Gallery of Gifts, Inc., 80 Park Ave., N. Y. 16, N. Y.

### CLIP AND MAIL

Gallery of Gifts, Inc., 80 Park Ave., New York 16, New York

Gentlemen:

We use approx. \_\_\_\_\_ gifts each year in the \$6.50 price range. Please send sample of your **Gift-Bookard** to us. We understand there is no obligation.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

SM

**BUY**  
**Your Executive**  
**&**  
**Business Gifts**  
**DIRECT**

*from over 200 of*  
*America's foremost*  
*suppliers of*  
*Business Gifts*  
*at the*

**BUSINESS &**  
**CORPORATE**  
**GIFT-GIVING**  
**SHOW**

**Oct. 4-5-6**

**N.Y. Trade Show Bldg.**

35th St. & 8th Ave.

New York City, N.Y.

**ADMITTANCE BY BUSINESS CARD**

**or**

**FOR ADVANCE ADMITTANCE BADGES**

**WRITE TO**

**Arthur Tarshis Associates**

Show Management

12 W. 72 St., N.Y. 23, N.Y.

## Local Holidays: Routes to Good Will

**Ever heard of Admission Day? Do you know who was born on January 19? If you want to be "home folks," and not a corporate stranger, such dates can work magic.**

**A**PRIL 21 is a notable date in Texas, June 17 in Boston and Suffolk County, Mass. Both could be important to business givers.

Lone Star children learn at their mother's knee how on April 21, 1836, Sam Houston and 743 Texans smashed Santa Anna's army of 1,600 veterans. San Jacinto Day has ever since been a legal holiday in the Republic of Texas.

Bay Staters honor the marksmen who 185 years ago held fire on Bunker Hill until they saw "the whites of their eyes."

Outsiders might pay heed to such proud local observances. Says the marketing vice president of a Midwest company:

"Some of our best customers are Texans. Last April 21 we sent them a small present with a letter mentioning Houston and the Battle of San Jacinto. Response was terrific. They were tickled that a 'foreigner' knew and remembered.

"It's a little different way to personalize a gift and to rivet good relations. Believe me, we intend to keep it up."

Reversing the idea, a Boston firm dispatches its "Christmas" gifts to other cities on Bunker Hill Day, and "gets a much greater effect. We are not lost in the crowd."

Building a sales contest around the birthday of Nathan Bedford Forrest brought "excellent" results for a Chattanooga manufacturer. (July 13 is a holiday in Forrest's native Tennessee.) Salesmen of all regions competed with Tennesseans to "git thar fustest with the mostest."

The calendar is studded with days which are legal or customary holidays in one or more states. Some are little known outside their

home territories. But civic pride and sentiment are powerful forces which can extend friendliness across state lines.

For example, Yankee companies doing business in the South ought to note that Robert E. Lee's birthday is celebrated throughout the late Confederacy. Also, Missouri Day falls on October 5, and is set apart to commemorate state history. Gifts or greetings on those two dates would make a deep impression.

Although the majority of corporations restrict their gifts to December 25, a substantial minority (34.4%) use other occasions for remembering employees and customers. Their view is expressed by a sales executive:

"Our product is unique, so we aim to outsmart competitors by being unique in our whole operation. Nearly everything we do is designed to maintain a reputation for distinctiveness. We are not yet the biggest in our field; but we try to give exceptional service. We are, therefore, among the best known. Gifts at unusual times fit our 'corporate image' exactly."

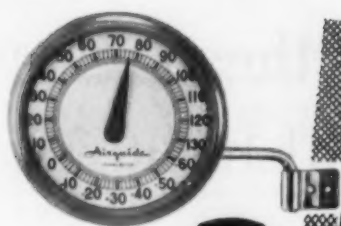
For him—and others seeking divergence from beaten paths—the following partial list of holidays will stimulate ideas for both gifts and contests. (Further information about the days is on tap in any library.):

Jan. 8—Battle of New Orleans. In La.

Third Friday in January—Arbor Day in Fla. In Neb., Arbor Day is April 22; and in Utah is the second Monday of April.

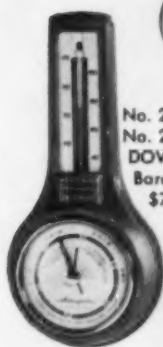
Jan. 19—Robert E. Lee's Birthday. In Ala., Ark., Fla., Ga., Ky.,

SALES MANAGEMENT



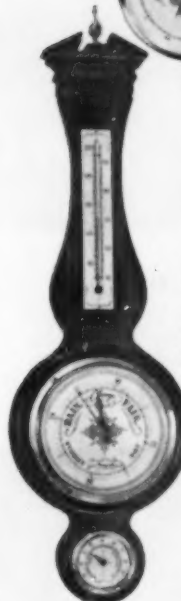
No. 406 WINDOW  
Outdoor Thermometer  
\$2.95

No. 407  
INDOOR-OUTDOOR  
Thermometer  
\$5



No. 226 Maroon  
No. 226-B Gray  
DOVER  
Barometer  
\$7.50

No. 238  
CATALINA  
Barometer  
\$15



No. 231-A  
Mahogany  
No. 231-B  
Fruitwood  
CORONET  
Barometer  
\$25

# Airguide INSTRUMENTS

SIMPLIFY  
YOUR BUSINESS GIFT  
BUYING

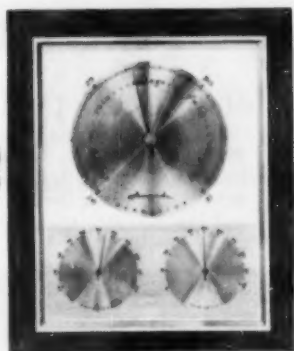
**A WIDE VARIETY OF MODELS AND PRICES**... to suit any taste and gift budget. Indoor and outdoor thermometers, humidity indicators, barometers, and combination models that show temperature, humidity and weather trends. Also auto compasses and other instruments not shown here. Many models are especially adapted for imprinting if desired.

**ALWAYS APPRECIATED**... When you give Airguide you know you are giving a gift that will be used and enjoyed for years to come.

**DESIGNED TO PLEASE**... Will grace the desk or wall of favored friends and clients, pleasing reminders of your friendship and thoughtfulness.

**EXPERTLY MADE**... and long famous for fine quality and lasting dependable performance.

**FOR COMPLETE INFORMATION**... on the entire Airguide line with prices and imprint costs write to Airguide Instrument Company, 2210 Wabansia Avenue, Chicago 47, Illinois.



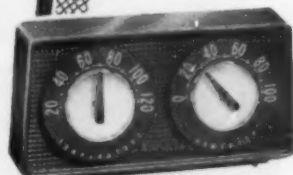
No. 251 BRENTWOOD  
Combination Wall Unit.....\$25

PRICES SHOWN  
HERE ARE RETAIL

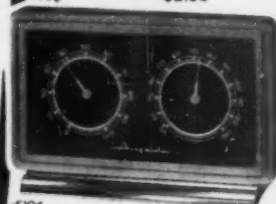
No. 508  
SHERWOOD  
Combination  
Desk Unit  
\$15



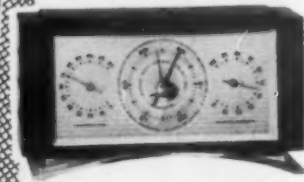
No. 79 Self-  
illuminated  
AUTO  
COMPASS  
\$7.50



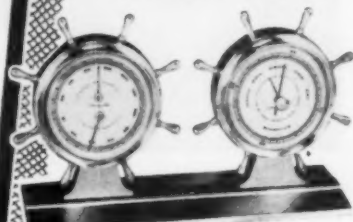
No. 109-A Charcoal  
No. 109-B Ivory  
HOLIDAY  
Thermometer-Hygrometer  
\$2.50



No. 105 CARLTON  
Thermometer-Hygrometer  
\$6



No. 506-A Gray No. 506-B Ivory  
PRINCETON  
Combination Desk Unit \$10



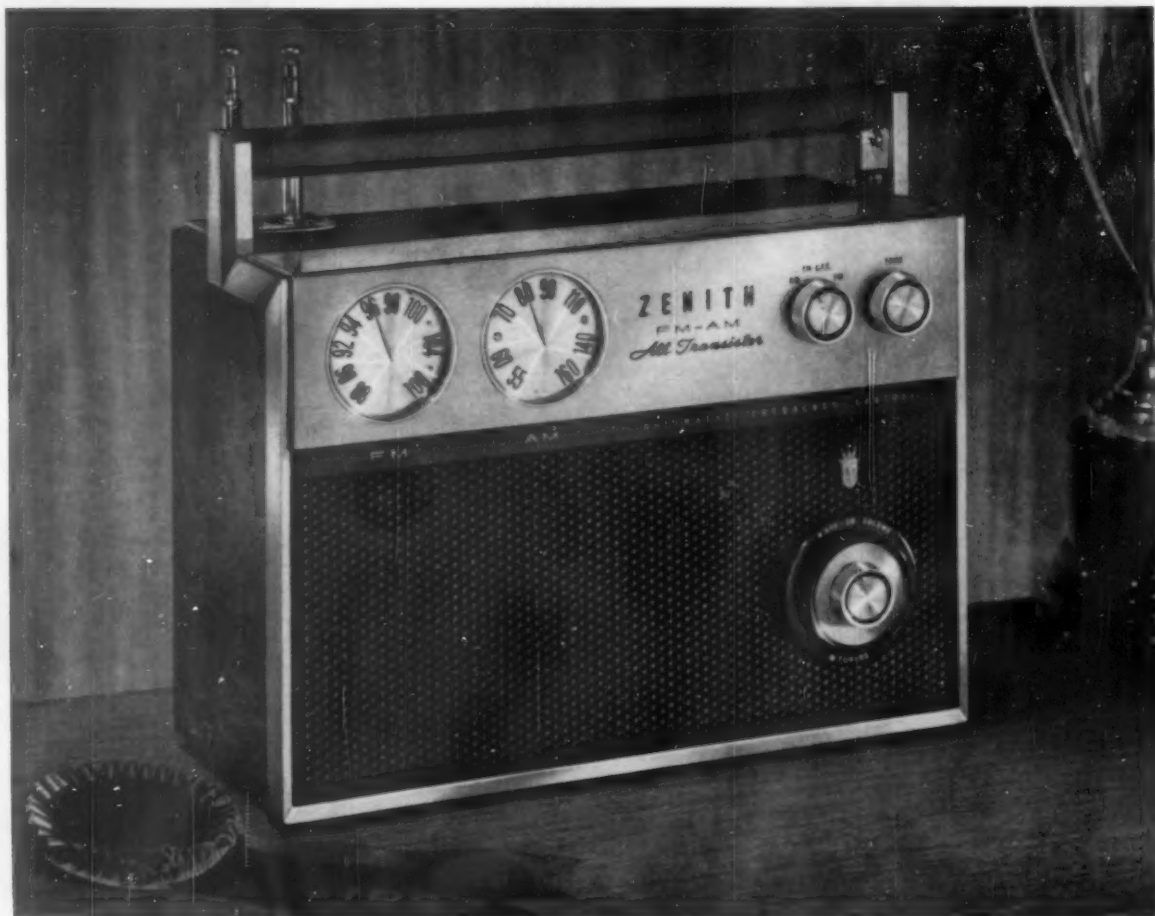
No. 507 CORSAIR  
Combination Desk Unit \$20





# Only Zenith gives you these distinctively different gift ideas

Zenith offers a wide selection of quality gifts for everyone  
—in every price range!



## America's first all-transistor FM/AM portable radio!

Zenith's new Trans-Symphony portable operates on ordinary flashlight batteries. Has Automatic Frequency Control for drift-free FM reception, pours out rich brilliant tone from 7" by 5" speaker. Engineered with watchmakers' precision,

magnificently styled. Three built-in antennas. Weight: 11 $\frac{3}{4}$  lbs. Dimensions: 10  $\frac{3}{32}$ " high (including handle), 4 $\frac{7}{8}$ " deep, 11 $\frac{5}{8}$ " wide. Black Permawear covering, brushed aluminum and chrome plate trim. The Zenith Royal 2000, \$189.95\*.



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radio exclusively.

\*Manufacturer's suggested retail price. Some prices slightly higher in the Southwest and West Coast. Prices and specifications subject to change without notice. †Price includes batteries.

# ZENITH

SALES MANAGEMENT



**(A) Never before such elegance in an all-transistor clock radio!**

Zenith's new Golden Triangle, a sensitive long distance radio combined with imported clock of superb accuracy. World's most elegant styling. Rotates at a touch. Gold color satin finish panels with 17-karat gold-flashed trim. The Royal 950, \$150.00\*†.



A

**(B) World's most magnificent radio—powered to tune in the world!**

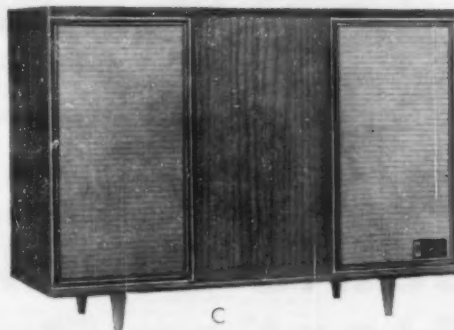
Zenith's famous all-transistor Trans-Oceanic® Radio—imitated but never equaled! This elegantly styled lightweight portable receives both short-wave and standard broadcasts—even navigation signals and FAA weather broadcasts. 9 supersensitive bands. The Royal 1000D, \$275.00\*†.



B

**(C) Stereo at its best—Zenith's Extended High Fidelity Stereo!**

All the depth of high fidelity—all the width of stereo—the best of both in one console! Deluxe 4-speed Cobra-Matic® record changer. Four high fidelity speakers, full rich stereo tone. The Caruso, in grained walnut color, Model 2505T, \$299.95\*.



C

**(D) Finest performing all-transistor pocket radio of its kind!**

Zenith's Royal 500E—first choice the world over. Has up to 300% more sensitivity to distant stations than a pocket radio without RF Stage. Zenith quality speaker pours out rich, full tone. Elegantly styled nonbreakable case in two-tone brick red and off-white, or solid maroon or ebony color. The Zenith Royal 500E, \$75.00\*.



D

**(E) New Zenith 19" Portable TV with Space Command® remote control TV tuning!**

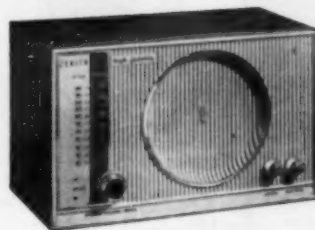
The ultimate in TV: all-new 19" picture tube lets you see more of the picture (172 sq. in. rectangular picture area—19" overall diagonally); new Slim Classic portable TV styling; original and exclusive Zenith Space Command remote control TV tuning! Sound out front speaker, touch tuning, Spotlight Dial. The Roamer, Model F 2215, in silver brown or scandia nougat brown color, \$259.95\*.



E

**(F) Finest FM/AM table radio made—high fidelity tone, drift-free reception!**

Richest, truest sound reproduction ever built into an FM/AM table radio! Automatic Frequency Control for drift-free reception—no retuning! Two speaker sound system gives a new dimension in table radio listening. In maple veneers, light or dark finish walnut veneers, blonde oak veneers or ebony color. The Super Interlude, Model C 845 \$129.95\*.



F

Contact your local Zenith Distributor for information and prices on the complete line of Zenith TV, Stereo and Radio instruments. Or mail this coupon.

**MAIL TODAY!**

Zenith Radio Corporation  
6001 Dickens Avenue  
Chicago 39, Illinois

Please send complete information on Zenith quality instruments.

Name \_\_\_\_\_

Title \_\_\_\_\_ Co. \_\_\_\_\_

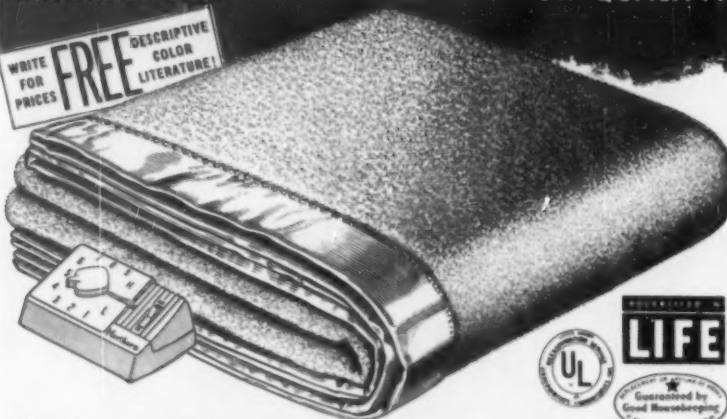
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*The quality goes in  
before the name goes on*

# GUARANTEED SALES BOOSTERS

EXCITING LOW PRICES • SUPERB HIGH QUALITY!



## Northern World's Oldest and Largest Manufacturer of Electric Blankets AND Heating Pads

### Northern deluxe FULLY AUTOMATIC ELECTRIC BLANKETS

Deluxe throughout. Perfect for gift giving... the finest electric blanket on the market today. Made with luxurious, expensive Acrilan. Nylon binding guaranteed to outlast the blanket.

Exclusive sanifresh BACTERIA RESISTANT bindings • Washable • Choice of 6 pastel colors • Twin and double bed, single and dual control models • Fully guaranteed.



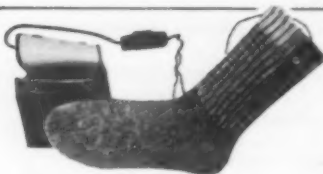
#### BUDGET PRICED FULLY AUTOMATIC ELECTRIC BLANKETS

Medium and economy grade blankets are available where price is important. Washable. • Pastel colors in twin and double bed, single and dual control models • Fully guaranteed.



#### Northern DELUXE or BUDGET-PRICED HEATING PADS

Finest selection of pads in Northern's 47 year history. 100% WETPROOF. Exclusive sanifresh covers resist germs, odors, bacteria. Wide range of styles. Colorfully gift packaged • Fully guaranteed.



#### Northern ELECTRIC SOCKS

Unique gift for sportsmen or sufferers from cold feet. Ideal for hunters, skiers, ice fishermen, football, hockey fans, and others exposed to cold weather. Fully guaranteed.



#### Northern FULLY AUTOMATIC ELECTRIC BED COVERINGS

Portable—for home or travel. Operates exactly like an electric blanket. Washable. Lightweight, easy to carry in colorful zippered travel bag. Single and double bed models. • Fully guaranteed.

**Northern Electric Company** 5224 North Kedzie Ave., Chicago 25, Illinois

La., Miss., N.C., S.C., Tenn., Tex. Lee-Jackson Day in Va.

Jan 26—General Douglas MacArthur Day. In Ark.

Feb. 14—Admission Day. In Ariz. In Ore. a day of commemoration.

Mar. 1—State Day in Neb.

Mar. 2—Texas Independence Day.

First Tuesday in March—Town Meeting Day in Vt.

March 15—Andrew Jackson's Birthday. In Tenn.

Mar. 17—Evacuation Day. In Boston and Suffolk County, Mass.

Apr. 13 — Thomas Jefferson's Birthday. In Ala., Mo., Neb., Okla., Va.

Apr. 19—Patriot's Day in Me., Mass.

Apr. 22—Oklahoma Day.

Fourth Monday in April—Fast Day. In N. H.

April 26—Confederate Memorial Day. In Ala., Fla., Ga., Miss.

May 4—Rhode Island Independence Day.

May 10—Confederate Memorial Day. In N. C., S. C.

May 18—Whit Monday. Virgin Islands.

June 3—Jefferson Davis's Birthday. In Ala., Fla., Ga., Ky., La., Miss., S.C., Tenn., Tex.

June 11—Kamehameha Day. In Hawaii.

June 14—Flag Day. In Pa.

June 20—West Virginia Day.

July 21—Liberation Day. In Guam.

July 24—Pioneer Day. In Utah.

Aug. 1—Colorado Day.

Aug. 14—Victory Day. In R.I. In Ark., World War II Memorial Day.

Aug. 16—Bennington Battle Day. In Vt.

Sept. 9—Admission Day. In Calif.

Sept. 12—Defender's Day. In Md.

Sept. 16—Cherokee Strip Day. In Okla.

Oct. 12—Columbus Day. In all states except: Alaska, D.C., Idaho, Me., Miss., N.C., S.C., S.D., Tenn., Va., Wyo.

Celebrated as Fraternal Day in Ala., Discovery Day in Ind., N.D., Ohio, Landing Day in Wis.

Oct. 18—Alaska Day.

Oct. 31—Nevada Day.

Dec. 10—Wyoming Day.

Dec. 21—Forefather's Day, landing on Plymouth Rock. New England societies in all states celebrate it with dinners.

SALES MANAGEMENT

# Incentive Ideas from **PFLUEGER**

Every angler will want one of these better kits because they are made up of 100% Pflueger Fishing Tackle. Each rod, reel, and line has been chosen to match and balance perfectly. Every item in these kits is the highest quality, backed by almost a century of making the best in fishing tackle. Each kit furnished with a 52-page fishing guide and catalog.



## *New Matched and Balanced Fishing Tackle Kits for 1961*



### FREE SPOOL SUPREME BAIT CASTING KIT

Pflueger's newest and finest bait casting reel — the all new Pflueger Free Spool Supreme is now available in a kit! This new reel with free spool and star drag comes with a beautiful matching 5-1/3 ft. Pflueger tubular glass rod, 100 yds. 15 lb. nylon line and 5/8 oz. practice casting weight. Truly the ultimate in fishing tackle kits.

**No. 453 Free Spool Supreme Kit.....\$74.95**



### PFLUEGER JUPITER SPIN CASTING KIT

Pflueger's best push button spin casting reel, just introduced this year, made up into a beautiful kit for the angler who wants the best. Made for heavy duty fishing. Reel is equipped with approx. 150 yds. of 12 lb. test monofilament. Kit includes a beautiful all new matching rod with Maxi-Power Taper built especially for this reel. A 5/8 oz. Pflueger No-Bounce practice plug is also furnished.

**No. 449 Pflueger Jupiter Kit.....\$62.95**



### PFLUEGER FREEFLITE SPINNING KIT

A super-deluxe open face spinning kit built around the Pflueger FreeFlite, the smooth operating reel with micro-precision gears. It also has anti-reverse and full bail. 200 yds. of 6 lb. test monofilament line is included. A matching high quality 7 ft. tubular glass spinning rod, along with a plastic kit containing six spinning lures, snap swivels, leaders, and a 3/8 oz. practice casting weight are also furnished.

**No. 452 Pflueger FreeFlite Kit.....\$57.95**



### PFLUEGER GALAXIE SPIN CASTING KIT

The latest advancement in fishing. A new automatic crank pick-up reel, the Pflueger Galaxie, makes fishing as easy as pressing a button. Reel comes equipped with approx. 100 yds. of 10 lb. monofilament line. Also includes a matching 6-1/3 ft. spin casting rod with tubular glass tip and solid glass butt section, a 3/8 oz. practice casting weight, and a screwdriver-wrench.

**No. 451 Pflueger Galaxie Kit.....\$34.95**

# **PFLUEGER**

THE ENTERPRISE MANUFACTURING CO.

AKRON 9, OHIO

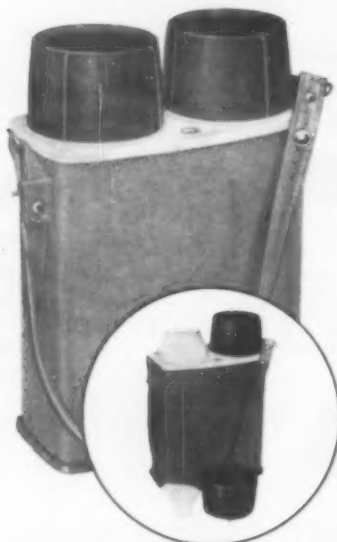
SEPTEMBER 10, 1960

## GIFT IDEA!

UNIVERSAL

"Safari"

TWIN VACUUM  
BOTTLE KIT



### CARRIES A CHOICE HOT AND/OR COLD

Designed for a world of uses. Excellent for spectator sports, fishing, traveling. Two pint Vacuum bottles encased in handsome tan leatherlike vinyl-covered steel case. Adjustable shoulder strap. Smart white shoulder accented with charcoal cup and base.

- Exclusive Pouring Spouts
- Odorless, Tasteless Stoppers
- Thermal Shock Treated
- Removable Base for Easy Filler Replacement

### GUARANTEED

Write for Special  
Quantity Prices

Over 100 years of dependable  
quality products . . .

Landers, Frary & Clark  
New Britain, Connecticut

## Companions in Friendship

By using a series of "go-together" gifts, you increase their effectiveness from season to season. The task of selecting is also easier, these firms say.

**L**INK-UP gifts form a long-lasting chain of friendship.

One holiday, for example, the present is a set of highball glasses. Next time it's tall beer glasses. Glasses for fruit juice, old-fashioned, and punch cups follow in succeeding years. Decorations or monograms provide a continuing theme.

Companies using the same type of product, but with annual variations, report a trio of advantages:

1. A clear corporate identity is established;
2. Good will and advertising are cumulative, but not "commercial";
3. Recipients look forward to each link in the chain.

The chain may be as long or short as desired. A salad bowl, fork, and spoon set could be sent in 1960. In 1961 a gadget for slicing salads and vegetables into many shapes would be fitting. The 1962 offering might be a spice set. Cruets for oil, vinegar, etc. on a lazy susan would convey greetings in 1963.

Again, an auto compass, a dashboard serving tray, and a car trouble light are natural "teammates,"—especially for firms connected with the motor industry.

Ingenuity will uncover similar companions, often with sugar-coated advertising value.

A maker of plumbing fixtures has distributed bathroom scales, His-&-Her towels, bathrobes made of toweling, and soap assortments. Still to come are de luxe towel racks, bath salts, and fancy paper guest towels.

Business associates of a manufacturer of bedroom furniture were remembered in successive years with rubber pillows, sheets, electric

blankets, bedside clock-radios, and reading lamps.

Possible combinations are endless:

You may concentrate on items for the desk—giant paper clips to hold memos, letter openers, paperweights, wastebaskets. The last three come in many materials, custom-made with monograms, or mass-produced at a smaller price.

One firm has specialized in telephone attachments for the last four years: a clock that fits on the center of the dial, a Hush-A-Phone, a note pad and index of numbers, and a sterling silver dialer. In cost they run from about \$5 to \$20.

Additional desk companions include vacuum-jug carafe sets; barometer-thermometer sets; picture frames for the recipient's family photos; gold-plated staplers; leather appointment books.

Personal gifts, too, may be aimed at a single target. You might confine yourself to products for pocket use:

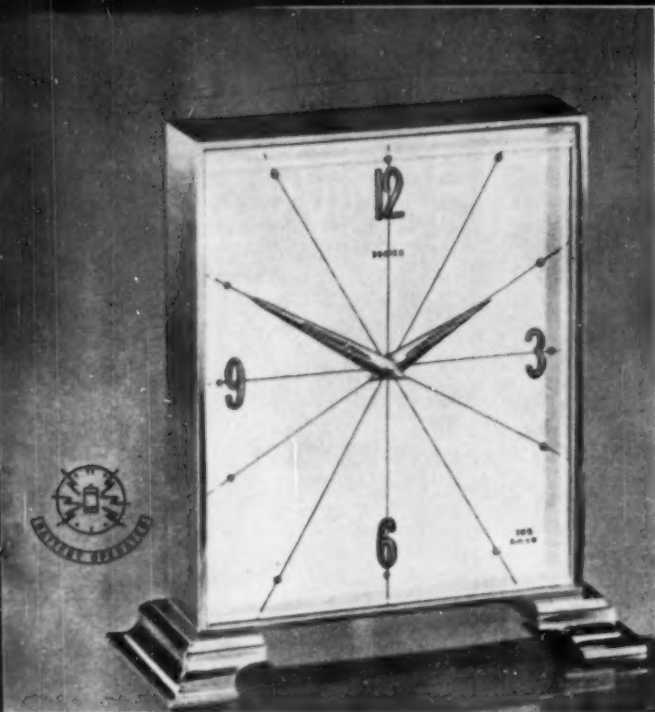
Key chains or rings; nail clips; knife-file-bottle-openers; money clips; pocket combs; notebooks; lighters; change purses. These are generally inexpensive.

For "head to foot coverage," an Illinois company followed an electric shaver with an electric shoe-polisher. It will continue with a hairbrush and comb set, and travel slippers. A less-expensive combination would be a toiletries assortment (shaving lotion, powder, etc.), and a non-electric shoeshine kit.

Along the same line is the series of clothes brush, clothes hangers, necktie case, stud box, manicure kit, travel case for shaving tackle and other grooming aids.

SALES MANAGEMENT





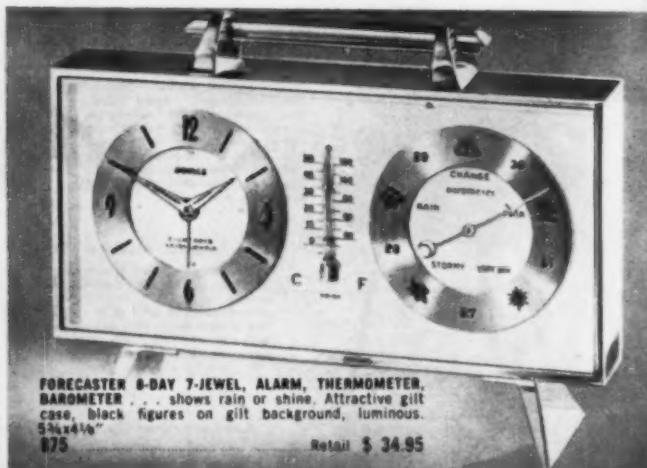
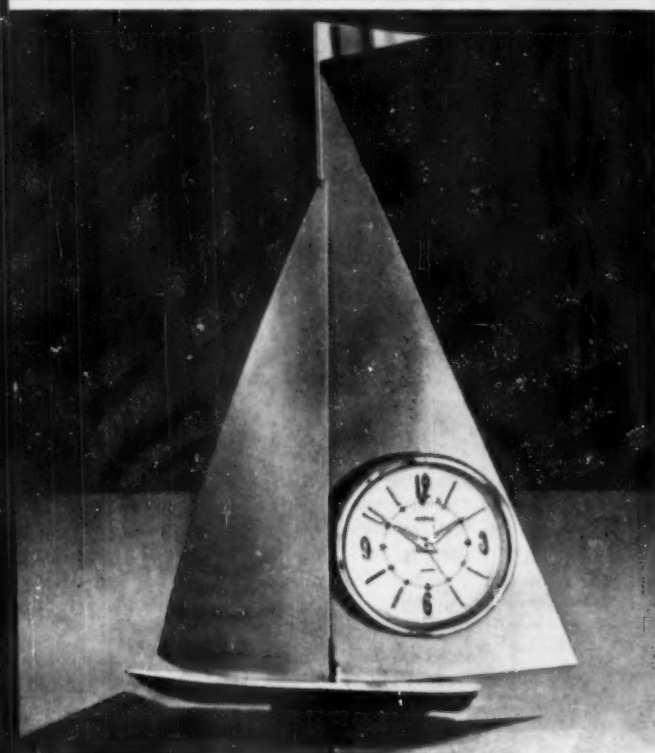
### 365 DAYS OF "CAREFREE" TIME... FOR GIFT GIVING

**MERIDIAN 7-JEWEL BATTERY DESK/MANTLE CLOCK**... essence of refinement. Gilt case. Swiss movement functions one full year on standard flashlight battery. Raised gilt figures, luminous. 5½x4½".  
185 Retail \$ 34.95

**STRATOSPHERE 7-JEWEL BATTERY DESK/UTILITY CLOCK**... the superlative time. Gilt base, clear plastic sphere with gilt trim. Concealed Swiss mechanism, functions one full year on standard flashlight battery. Raised gilt indicators. 6"x4½".  
400 Retail \$ 62.50

# semca

Timely Business Gifts... Constant Reminders



**FORECASTER 8-DAY 7-JEWEL, ALARM, THERMOMETER, BAROMETER**... shows rain or shine. Attractive gilt case, black figures on gilt background, luminous. 5½x4½".  
875 Retail \$ 34.95

Tells Time... Temperature... Weather

**SAILBOAT 30-HOUR DESK/BOUDOIR ALARM**... a delight to behold. Pale blue silver finish sails with black trim gilt base. Raised gilt figures, luminous. 9½x6".  
104 Retail \$ 14.95

**GOLD AWARD 30-HOUR DESK/BOUDOIR TRAVEL ALARM**... perennial favorite. Engine-turned gilt case, hinged easel top cover, raised gilt figures, luminous. 2½x2½".  
108 Retail \$ 11.95

Ideal for:  
Gifts Incentives Premiums



Semca Clock Company, Inc. 30 Irving Place  
Write for complete catalogue and full details

New York 3, N. Y. Canadian Branch  
West Coast prices slightly higher

100 Lombard Street, Toronto  
Copyright 1960



# the Present with a Future!

## Hi-Lo® year-'round GRILLS



Hi-Lo Matic "Push-Button"  
Grill Model H-603

Completely automatic grill, loaded with convenience features. Has self-contained electric console for finger-tip selection of fire-starter, rotisserie unit, nite lights, timer, bell alarm, warning light plus convenience outlet and more! Antique black enamel and Brass finish. Individually cartoned.

### Elegantly Different . . . Practical Business Gifts

Your friends, employees or business associates will cherish and remember the gift that's different . . . the one that turns every good time into a real occasion . . . a lifetime gift that the whole family can enjoy the year 'round. Hi-Lo grills are available in styles, types and accessories to match every taste or budget. Their bold, handsome appearance is outdone only by their performance.



Deluxe Chew-Wagon  
Model H-602

Has full hinged, vented hood, heat gauge, electric rotisserie, precision heat adjustment, Chrome plated grid, Brass plated legs, handle and knobs; large rubber tread-wheels and antique black, heat resistant finish. Individually cartoned.



Chew-Wagon Model H-601

Same convenient size, sturdy construction and finish as the Deluxe model including a 676 sq. in. plated cooking grid with charcoal access door. Not equipped with hinged front door or heat gauge. Individually cartoned.



Model H-1300

### Another Indoor-Outdoor All-Season Favorite

The original, portable picnic grill, plus handy combination shipping-carrying case. Sets up or takes down in seconds, works perfectly in any indoor fireplace . . . or outdoor picnic site. Cooks without pans and burns any solid fuel. The practical, economical answer for those who'd like a "take-along" grill.



Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

Gentlemen: I am interested in your Hi-Lo Grills. Please quote me your special Holiday prices on

Model \_\_\_\_\_ in quantities of \_\_\_\_\_

Please have a Hi-Lo representative contact me at once . . . ☐

I would like to see samples . . . ☐

**UNION STEEL PRODUCTS CO.**  
Albion, Michigan

"We were lost in a maze of merchandise," says a New England sales manager. "Picking one from the tremendous variety confronting us took a lot of time and effort."

"Then we stumbled on the plan of related gifts. First the kind of products was decided—for office, personal, or family use. Second, we sought something that suggested our business, though not our actual product. Automatically the field of selection narrowed to manageable size."

His company is concerned with promoting outdoor sportmanship. Accordingly, the selection committee set out to find a group of personal articles for hunters, fishermen, and campers.

Woolen sports shirts, portable grills, traveling bars, and battery-operated hand warmers were appropriate choices. Gifts in various price ranges were graded to fit specific lists of recipients.

From high to low they were: binoculars; folding tables with dishes and knives, forks, and spoons; robes in carrying bags; camp axes; thermo bags for hot or cold foods; can-and-bottle-openers.

Indoor sports are fostered by a Chicago corporation. Plastic playing cards (with its trade-mark on the back) went to its "A Group" list one year. Coasters and ashtrays were next in line. The "B Group" received handsome mahogany boxes holding playing cards, with decanters and serving trays for drinks as a follow-up.

A Manhattan organization turned sleuth to discover the day and year of customers' births. Photostats of the front page of their local paper were then made. The facsimiles surprised them on their birthdays, accompanied by a note: "Here's what happened the day you were born."

Recipients often frame the photostats and hang them on their walls at office or home. Every time visitors ask about the front-page reproductions the giver's name is sure to be mentioned.

Front doors are honored by a company with the syllable "door" in its corporate title. Rubber door mats bearing the recipients' names were mailed at one holiday. Next Christmas a holly and evergreen door ornament was warmly welcomed. Decorative lanterns, and

SALES MANAGEMENT

**MAN TO MAN...IT'S THE GIFT**

# NEW SHAVING INVENTION



REMINGTON®

SHAVER

## NEEDS NOTHING BUT WHISKERS!

NO WIRES . . . NO WATER . . . NO SOCKETS . . . NO SOAP



Here's the solution to your business gift problem. Cordless shaving convenience. Razor close shaves with roller comb comfort. Adjusts to any beard and skin.

### NO BATTERIES TO REPLACE

Stores power for up to three weeks of shaves. Any alternating current from 90 to 250 volts will recharge the Lektronic anywhere in the world.

*Give her the  
Lady Remington*

Most welcome news for women since shaving went electric. Adjusts to both arms and legs for added comfort. Beautifully styled and tastefully packaged.

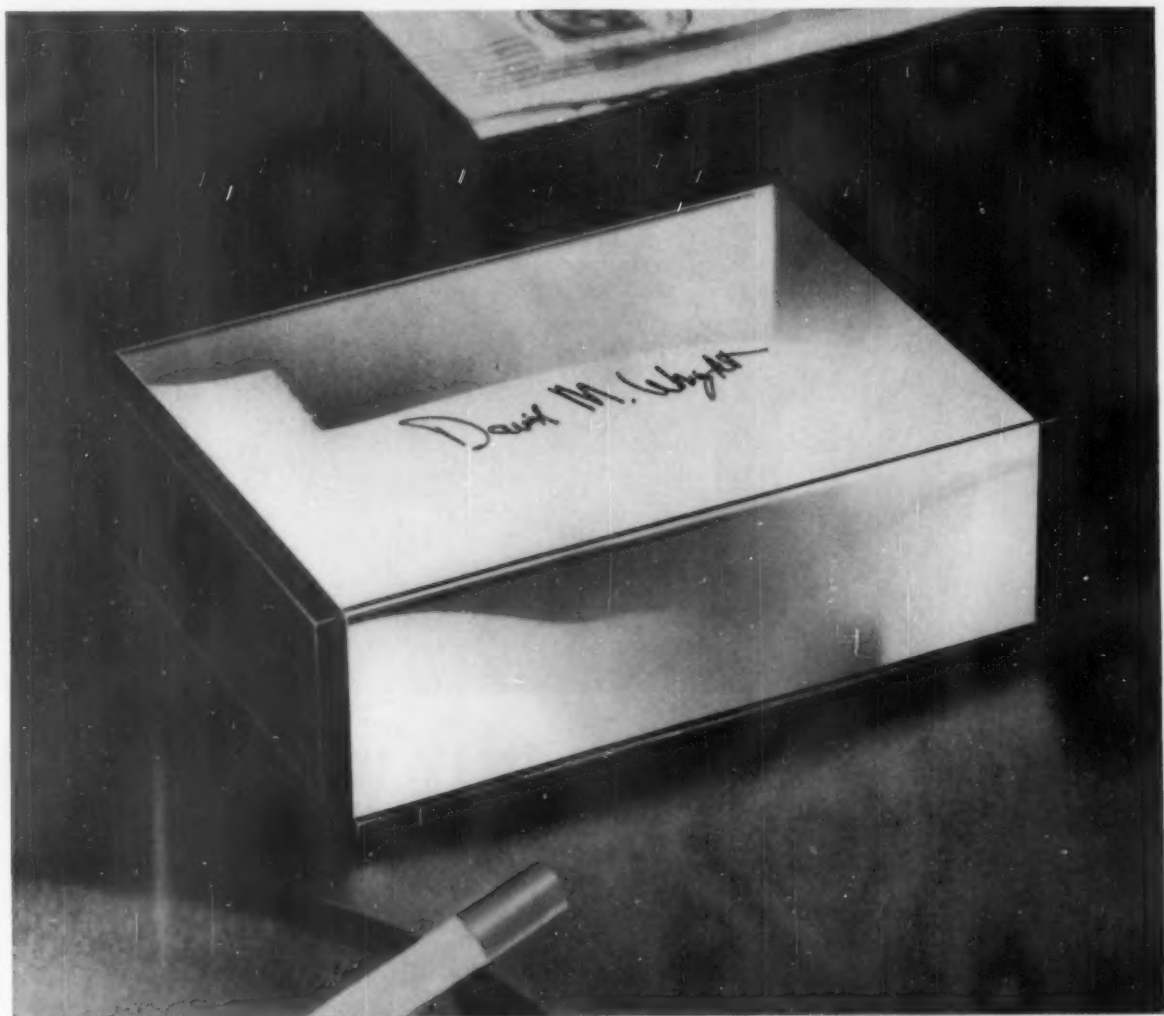


See your nearest dealer or Remington Shaver Service Headquarters.

*Remington Hand Electric Shaver* Division of Sperry-Rand Corporation, Bridgeport 2, Conn.

**Remember - REMINGTON outsells them all because it outshaves them all!**

# BUSINESS GIFT IMPACT!

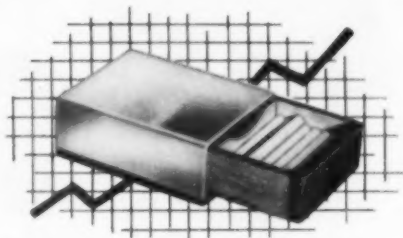


Cigarette Box with Sterling Top, \$18.50 Retail. 5 $\frac{1}{4}$ " long x 3 $\frac{3}{4}$ " wide x 1 $\frac{1}{4}$ " deep. Holds both regular and king size. (Engraving charges extra)

## Frequently used . . . personalized . . . remembered

High among the many reasons for the popularity of business gifts by Gorham is the daily use and admiration they receive from all members of the recipient's family. Combine the desirability of Gorham silver with the appeal of personalized engraving, and you find exceptional business gift impact.

For complete information on the hundreds of Gorham business gift items and trophies contact the Gorham Contract Division specialist in your area: **Mr. George N. Gow**, The Gorham Company, 111 No. Wabash Ave., Chicago 2, Ill. **Mr. Joseph T. Sullivan**, The Gorham Company, 6 W. 48th Street, New York 36, N. Y. **Mr. Earl R. Haas**, The Gorham Company, Western Savings Fund Bldg., Broad and Chestnut Sts., Philadelphia 7, Pa. **Mr. Everett B. White**, 2218 Thomsonville Road, Tallahassee, Fla. **Mr. Robert H. Hanover**, 432 Puerto Del Mar, Pacific Palisades, California.



SUBSTANTIAL SAVINGS ON QUANTITY ORDERS

# GORHAM

AMERICA'S LEADING SILVERSMITHS SINCE 1831

Price Includes Federal Tax Subject to change without notice

door chimes are scheduled for the future.

Several lumber and woodworking companies do not restrict presents to any particular area of the home—but always make use of wooden products. Step-stools for the kitchen, nut bowls and book ends of polished finish, and wood-handled clothes brushes carry out the sequence.

Tupperware Home Parties, Inc., built an elaborate series of employee's gifts around the carol "The 12 Days of Christmas" last year.

Exactly 12 days before Christmas the executive staff at Orlando, Fla., headquarters opened a package containing a 45 rpm record of the carol. A note, signed by Tupperware's president, executive vice president, treasurer, and their wives read:

*On the twelfth day of  
Christmas  
Your true friends send to you  
A song of Christmas music  
That's meant to be a clue.*

Next morning the clue became apparent as a Christmas wreath arrived at the home of each executive. The note, signed in the same way, explained:

*On the eleventh day of  
Christmas  
We're glad to send you more:  
A fresh wreath of greens  
To hang upon your door.*

Continuing for a full dozen days, gifts included children's toys, pre-cooked hams, TV trays, and carving sets. Verses—printed in red and green—kept to the rhythm of the old song.

By the second day of the series neighbors began to drop in on the executives or call across back fences: "What did you get today?" Everyone who heard about the stunt was deeply impressed.

Though cost was fairly high, it "was the most unusual and most successful gift program we ever conducted," say Tupperware top managers.

Less-expensive companion gifts may be tailored to any size budget. Cost alone is not the essential in a gift plan, sales executives tell SM. Originality, care, and thoughtfulness are the vital elements.

SEPTEMBER 10, 1960

## The Secret of Selecting Business Gifts!

HOWE Folding Tables are ideal business gifts. They are strong and rigid, fold and unfold easily. Nationally known because they are sold in better stores everywhere. For free, new gift catalog of the complete line and inspection samples, mail coupon below.



**TAT** It's a Tray! It's a Table! It's the HOWE Folding Tray-Table! A flick of a finger turns this superlative tray into a sturdy-legged table. Beautifully styled, practical, folds to 2" for easy storing. Hardwood legs. Brass-plated molding gallery and handles. 18" x 24"; stands 19½" high. Choice of 3 models: black or white plastic laminate top, black legs, or mahogany-grained plastic laminate top with mahogany-finished legs. Alcoholproof, heatproof. Packed 1 to carton. . . . Retail price, \$29.95. Available in quantity orders with hardwood tops only. (Price on request.)

**RTH4** Space-saving HOWE Rack-O-Tables! Tables stand firmly, dependably, solidly. Hardwood throughout. Well-made rack has hand rail at top for easy carrying. Table open: 15" x 18"; stands 25" high; fits comfortably over lap. Black with gold striping or mahogany finish. Alcohol and heat-resistant. 4 tables and rack to carton. . . . Retail price, \$39.95. RTH2—2 tables and rack to carton (25 unit min.). . . . Retail price, \$22.50. RTF4—Black, white or fruitwood patterned plastic laminate top, ebony-finished legs and rack. 4 tables and rack to carton. . . . Retail price, \$49.95. RTF2—2 tables and rack to carton (25 unit min.). . . . Retail price, \$32.50.

**HN** All-purpose Utility Folding Table. A work and play table that's wonderful for typewriter, movie projector, portable sewing machine; for games, snacks, writing and many other uses. Sturdy, lightweight, handsome. Opens or folds in a single motion; closes to 3½". 23½" x 14½"; stands 25½" high. Hardwood legs with extra-strong double Masonite top; black with gold striping. Other solid colors available on quantity orders. Packed 4 to carton. Packed 1 to carton, add 25¢ a unit. . . . Retail price, \$9.95.

**WV** Deluxe model of the all-purpose Utility Folding Table (above). Strong, rigid, beautifully finished. Folds to 3½". Opens or closes in one motion. Hardwood throughout. 16" x 28"; stands 27" high. Choice of 3 finishes: Black with gold striping, mahogany or maple. 1 to carton. . . . Retail price, \$19.95. WVP—Plastic laminate top in oak, mahogany or tan linen patterns also available. 1 to carton. . . . Retail price, \$25.75. WVG—Ebony-finished folding game table. Gold-screened, checkerboard-patterned top. Has all the features of the MODEL WV. Open: 16" x 28"; 27" high, fits over lap. 1 to carton. . . . Retail price, \$21.00.

**NPT** Self-contained Nest-O-Tables. Use them for individual buffet supper service, resting an ash tray, snack or beverage. Butted end-to-end, they make a functionally attractive coffee table. They store nested (felt discs prevent scratching) or unscrew the legs and tuck the entire unit in a closet. Tables stand 17½". Tops measure 16" x 16", beautiful, teak-patterned plastic laminate surface, black plastic edging. Ebony-finished legs trimmed with brass ferrules. NPT2—2 tables to a set. . . . Retail price, \$19.95. NPT3—3 tables to a set. . . . Retail price, \$29.95.

**NPW** Same Nest-O-Tables as NPT, above, except tops are walnut-patterned plastic laminate, trimmed with anodized aluminum, brass-finished edging. Walnut-finished legs and brass ferrules. NPW2—2 tables to a set. . . . Retail price, \$22.50. NPW3—3 tables to a set. . . . Retail price, \$32.95.

**HOWE Folding Tables are drop-shipped at nominal charge. Substantial discounts from retail prices now available!**

**FREE!**

New Business Gift Brochure



If it folds—ask HOWE!

**HOWE FOLDING FURNITURE, INC., DEPT. S-100**  
One Park Avenue, New York 16, N. Y.

► Send me inspection samples of the following HOWE Folding Tables:  
TAT ☐ RTH ☐ RTF ☐ HN ☐ WV ☐ WVP ☐ WVG ☐ NPT ☐ NPW ☐  
► Please send me free, your new Business Gift Brochure.

My Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



*The Sales Management Ninth Annual Survey*

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# 912 Executives Look Ahead and Business Gifts and





## Back at Incentives

**I**F YOU learned that your chief competitor wasn't going to spend a dime for gifts, what effect would it have on your plans?

To that question, 96.9% of the sales executives surveyed said:

"No effect whatever."

Asked, "If you discovered he was going to double his budget for gifts, what effect would it have on your plans?" 94.8% said: "No effect."

Linked with the two answers is a third: 82.4% of the respondents expect to spend the same or more this year as in 1959. And last year they spent an average of \$5,387.

When "payola" and bribery of disc-jockeys blared into headlines, predictions were made that the market for legitimate business gifts would plunge downward. Tabulated survey returns show no trend to abandon this form of public relations.

Last year, 80.4% of the companies questioned used gifts, merchandise incentives and awards, or both. This year the figure is 80.0%.

A similar tiny change appears in the ranks of total abstainers—corporations giving nothing and using no employee incentives or awards. In 1959 they numbered 19.6%. Latest figure is 20.0%.

Executives took pains, however, to avoid the suspicion of "commercialism." Gift lists were examined and pruned with care. Some even eliminated gifts to customers. They are a minority. A Minneapolis vice

president sums up the majority viewpoint:

"We give presents to employees and customers because we started the program a long time ago, and it proved effective."

"People like to be remembered, we believe, and are flattered by it. We shall continue as long as we make a profit."

The president of a Pennsylvania industrial firm adds:

"Gifts are a small but necessary part of our sales promotion."

"If they were discontinued, we'd have to spend an equal amount on another type of advertising. Because they are actually an advertising medium—a means of keeping our name and image in customers' minds."

Though a number of companies concentrated on fewer and more expensive gifts and awards, the average price remained virtually the same: \$5.79. It has climbed from \$4.22 in 1956.

Budgets ranged from \$20 to \$200,000.

The former is reported by a Maine sales manager—four boxes of Maine apples for four corporate friends.

The latter, by a big Michigan company, includes 10,000 gifts for customers and employees at \$5 to \$10, plus 10,000 at \$10 to \$20. "These are token gifts at holidays," the executive-respondent jotted on his questionnaire. While individu-

**Tabulated questionnaires from Sales Management subscribers—officers of typical consumer and industrial corporations—show:**

**80.0%**  
use gifts, employee incentives and awards, or both

**4.5%**  
of these use incentives and awards only

**20.0%**  
use neither gifts nor incentives

**\$5,387**  
was spent by average company in 1959

**82.4%**  
plan to spend the same or more this year

**17.6%**  
plan to spend less

**\$5.79**  
was average price of gifts

**838**  
average number of recipients

ally small, they bulk up into a sizeable "token."

Automobiles, diamond rings, mink stoles, and hi-fi sets (prizes in sales contests) are the most costly products mentioned. Pencils, key chains, ashtrays, and notebooks are among the less expensive items ordered in quantity.

Again, as each year since 1951, the survey questioned typical Sales Management readers on their corporate practices and plans.

They are not the same men each year. That would demand too much of their time; but they are the same group: top executives of both industrial and consumer companies.

Asked, "About how much did you spend in 1959 for gifts and incentives?" 627 estimates total \$3,377,612.

If they are typical of the 80.0% gift-incentive users, then SM subscribers spent \$120 million last year.

How much was spent by non-subscriber corporations? Dunn & Bradstreet lists 288,000 companies with 100 or more employees. If only 10% spent in the same proportion as do SM subscribers, the national total is at least \$240 million. But:

Smaller organizations and the self-employed (numbering millions) should also be counted. Printers, architects, designers, engineers, lawyers, druggists give to employees and business friends.

Accurate tabulations have never been made. Nor can they be. The field of inquiry is too great, too uncertain.

Liquor, for instance, has long been the most popular business gift. What part of the liquor industry's \$5.6 billion annual revenue comes from business gifts?

Liquor men know: 1. that 20% to 25% of their sales are at the year-end holiday season. They know: 2. most business gifts are bought between September and December.

Is Fact 2 responsible for Fact 1? There is no way to tell.

In the absence of exact reporting, marketers must guesstimate the national gift-incentive volume. Esquire puts it at \$2.5 billion. The Business Goodwill Advisory Council is more cautious—"almost \$300 million, not counting liquor and purchases at retail stores."

From the accumulated evidence of nine year's research, Sales Management estimates the market at \$275 to \$300 million.

Admittedly it may be higher.

The Bureau of Internal Revenue has stated that \$5 billion to \$10 billion, "at a conservative estimate," is spent annually on sales expense accounts. In comparison, gift-incentive costs are hardly excessive.

Survey procedure is designed to assure a fair sampling. Leafing through SM's circulation files of nearly 28,000, the names of 3,990 individuals were checked at random. (However, readers whose copies are delivered at home were skipped. Filling in the questionnaires often involves digging into office records for prices, brands, quantities, etc.)

In the list are chairmen, presidents, vice presidents, general managers, and a sprinkling of other titles. Sales managers outnumber the rest.

By size (giant to small), geography (48 states), and diversity (adhesives to zinc) the 3,990 are a microcosm of American management.

Questionnaires asking 20 questions were mailed on February 29. No inducement for cooperation was offered, except as a contribution to the knowledge of all executives.

On April 4—the cut-off date—912 replies had been received: 22.8%. Returns have varied between 26.0% and 20.9% for the last several years, a remarkably high rate.

The 912 completed replies separate into users and non-users:

Use gifts and incentives, or both	730	80.0%
Of these, use incentives only	41	4.5
Use neither gifts nor incentives	182	20.0

During the last six years users have been in the majority by a long margin. Largest majority was registered in 1957 (85.0%); smallest in 1955 (66.7%).

**TABLE I**  
**Estimated Number of Gifts and Awards Bought by 480 Companies**

Up to \$1	84,590
\$1.01 to \$2	62,115
\$2.01 to \$5	131,793
\$5.01 to \$10	75,380
\$10.01 to \$20	37,800
\$20.01 to \$50	7,883
\$50.01 to \$75	1,512
More than \$75	1,133

**TABLE 2**  
**Estimated Number of Gifts and Awards**  
**Bought by 1,543 Companies as Reported**  
**in Surveys of 1958-60**

	1960 480 cos.	1959 448 cos.	1958 615 cos.
*Up to \$1 .....	21.0%		
*\$1.01 to \$2 .....	15.4		
Up to \$2 .....	36.4**	26.6%	42.6%
\$2.01 to \$5 .....	32.8	18.9	27.0
\$5.01 to \$10 .....	18.7	49.8	21.0
\$10.01 to \$20 .....	9.4	3.1	5.5
\$20.01 to \$50 .....	2.0	0.9	2.6
*\$50.01 to \$75 .....	0.4		
More than \$50 .....	0.7***	0.7	1.0
*More than \$75 .....	0.3		

\* Categories added in 1960  
\*\* Includes Up to \$1 and \$1.01 to \$2  
\*\*\* Includes \$50.01 to \$75 and More than \$75

Non-users are outspoken in condemning gifts to customers. A Dubuque sales manager comments:

"When you buy business through gifts it can be lost to a higher bidder. We are interested in selling only to people who buy value (quality, service, and competitive prices)."

Reinforcing him is an Indiana executive vice president:

"Christmas giving is a tradition I am doing all I can to stop. We cannot see that it is necessary, appreciated, or worthwhile. It appears to have no effect on business, and that's the way it should be. We love our customers, and express it in quality and service. Amen."

Opposing them is a Burbank, Calif., sales chief:

"Of course you can't 'buy' orders. It's foolish to try. We give only to those customers to whom we would want to give if they were not customers, and to those for whom the salesmen would buy gifts if they could afford them."

A Los Angeles sales manager points out:

"We have not permitted our gifts to become merely a 'necessary evil.' They are sent in true appreciation of buyer-company relationship."

A Kentucky sales manager says: "Timely, quality gifts have enhanced the good relations between distributors and our company. These gifts reflect the company's

sincere appreciation for efforts extended in its behalf. They are neither a reward for past business nor a bribe for future business."

#### The Receiving Line

Questionnaires from the 182 companies which use no gifts, incentives nor awards were put aside. Answers from the 730 companies using gifts and incentives are tabulated in the analysis which follows.

"As part of its business-relations program," the first question asked,

"does your company present merchandise gifts . . ." The answers:

Employees only	82	11.2%
Customers only	275	37.7
To both	182	24.9
To neither	150	20.6
Incentives only	41	5.6

Thus, employees and customers of 539 (73.9%) companies receive presents and awards at some time during the year.

In addition, 150 companies (listed under "Neither") prefer to distribute customers' gifts in the name of their salesmen. A trend may be developing here. In 1959 the percentage of gifts sent by salesmen was 17.5 compared with 20.6, as above. The general manager of a large Philadelphia firm explains why he follows this plan:

"This subject is a personal one that should be determined by the person making the gift."

"Regimentation or unduly programming by headquarters would lose the freshness and surprise that always makes giving and receiving such a pleasure. Therefore, our salesmen select all our gifts."

Other respondents noted that the salesman is closer to customers, is better able to choose items that will be welcomed.

The corporation may send some gifts, and salesmen may send others to maintain close contact.

Who pays for these salesmen's

(Continued on page 138)

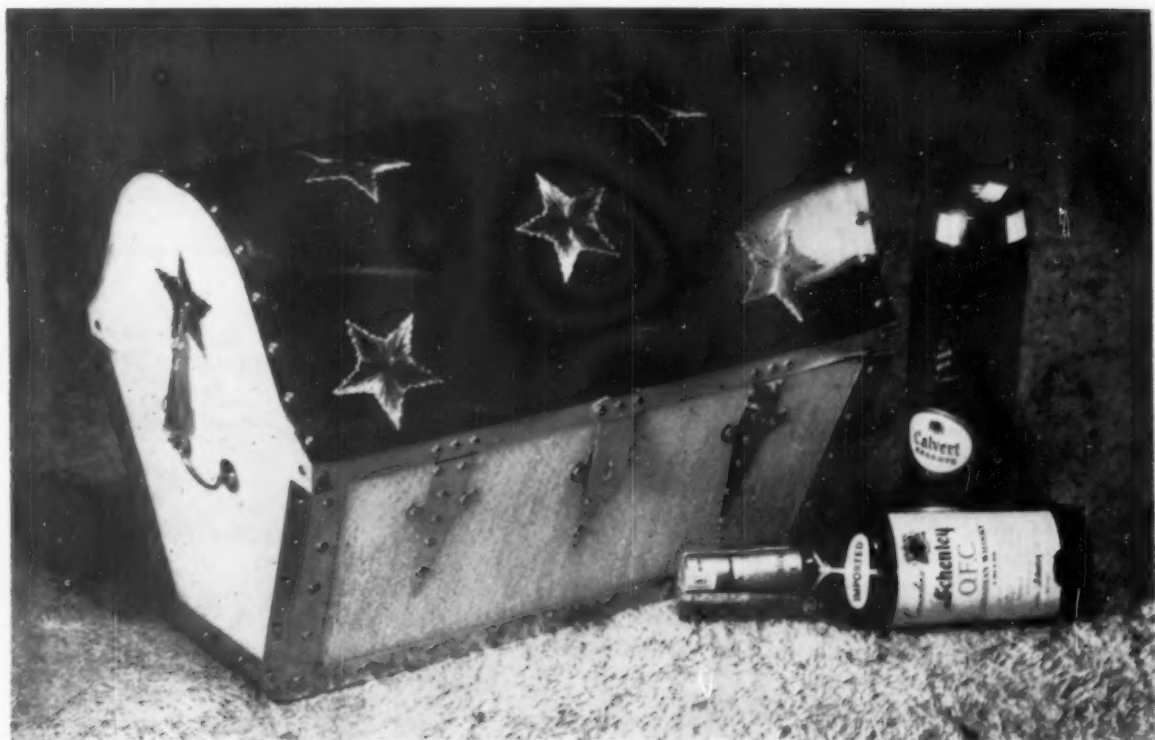
**TABLE 3**  
**Estimated Gift Budgets in Dollars**  
**of 1,543 Companies: 1958-60**

	1960 480 cos.	1959 448 cos.	1958 615 cos.
*Up to \$1 .....	1.8%		
*\$1.01 to \$2 .....	4.0		
Up to \$2 .....	5.8**	4.4%	7.7%
\$2.01 to \$5 .....	19.8	11.0	17.2
\$5.01 to \$10 .....	24.3	62.3	28.7
\$10.01 to \$20 .....	24.3	7.6	15.1
\$20.01 to \$50 .....	11.9	5.5	16.9
*\$50.01 to \$75 .....	4.2		
More than \$50 .....	13.9***	9.2	14.2
*More than \$75 .....	9.7		

\* Categories added in 1960  
\*\* Includes Up to \$1 and \$1.01 to \$2  
\*\*\* Includes \$50.01 to \$75 and More than \$75

CAROL SINGER stands 30" high, with head and hands of flesh-colored Dow Chemical Co. Styrofoam; wool hair. His robe is bright red velour paper; jacket is white lace, gold trimmed. Individual greetings may be inscribed on his golden songbook. Lightweight, choirboy lifts up to reveal a box that will hold one or more gifts. \$17.50 without gifts. Feder Industries, 514 W. 57th St., New York 19, N. Y.

# Packages de Luxe



Feder Industries photos by Philip L. Patterson

TREASURE CHEST of white Dow Styrofoam and gold foil measures 19" x 14". It may be filled with gifts, employee

awards, or contest prizes, and has many re-uses. Chest alone is \$12. Feder Industries, 514 W. 57th St., New York.

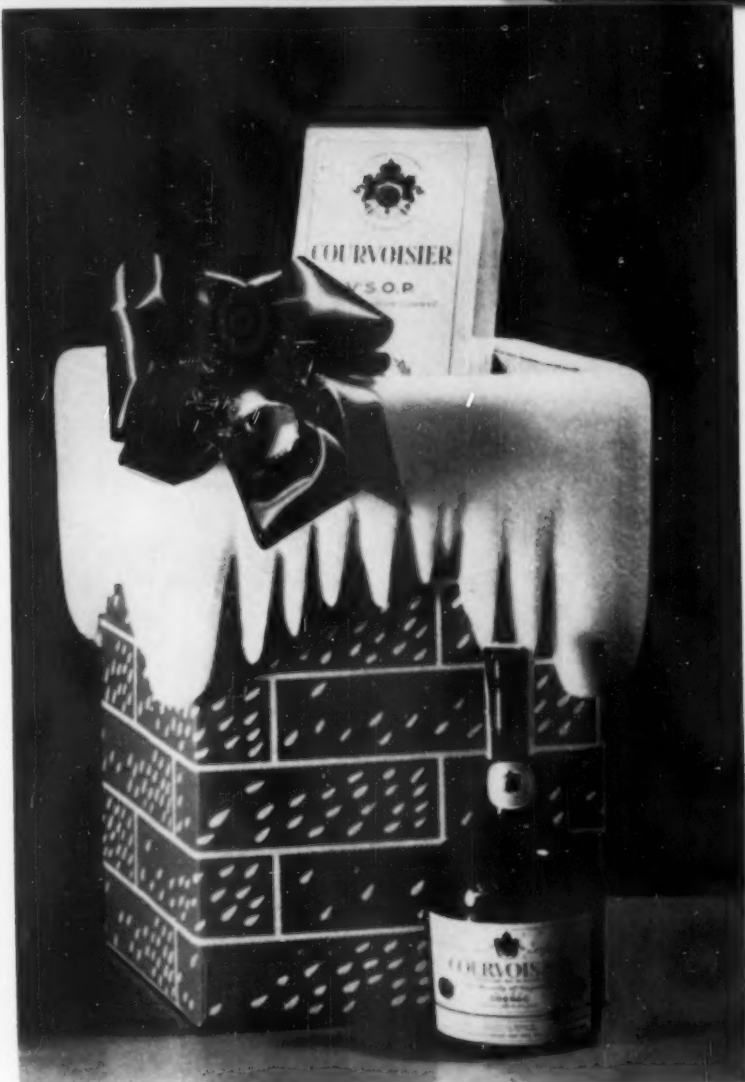




## Packages de Luxe

(Continued)

CHIMNEY package is 16" high, 11" square. Snow edging the upper rim is of Dow Styrofoam, accented by ribbon, bow, and bell. Interior space is ample for several small gifts or a single large one. \$9.75 without gifts. Feder Industries, 514 W. 57th St., New York 19, N. Y.



HANDCRAFTED GLASS plate is packaged in custom-made Dow Styrofoam box for shipping protection and handsome appearance. A biography and photo of the glass-worker artist is included. Plate is \$12; package is extra, depending on quantity. Going Enterprises, Davisburg, Mich.



LUSCIOUS package wears paper and ribbon from "Executive Gift Wrapping Kit." Ribbon-roses are made by following simple instructions in accompanying booklet. Kits are \$4.95 to \$7.95. Others, more elaborate, to order. Chicago Printed String Co., 2300 Logan Blvd., Chicago, Ill.

SALES RESISTANCE MELTS



You can soften up tough customers with plants and flowers

## FlowerPower brings in the order ... sell with flowers-by-wire

Flowers-by-wire have a way with customers that's absolutely unique. For flowers are friendly—always in good taste, always acceptable. They reach right out and touch people. *Really* touch them. They open the heart—to help you win the mind. And all of a sudden, you find sales come easier.

More and more business men are weav-

ing flower power into their selling program. They send plants and flowers-by-wire *regularly* through the year. Try it on your customers, and see the difference. Have your secretary phone your FTD florist. He's in the phone book Yellow Pages under FTD—Florists' Telegraph Delivery. Beautiful selections—\$5.00, \$7.50, \$10.00. Delivery *anywhere*.



Something warm and human and wonderful happens

when you send flowers-by-wire

**FLORISTS' TELEGRAPH DELIVERY**

*This Emblem Guarantees  
Quality and Delivery  
—or your money back*

## Packages de Luxe

(Continued)



WRAPPING KIT is one of a variety for both Christmas and other times. This one has eight paper designs, greeting tags, bows, Satintone ribbon; plus instructions and tips on how to make attractive packages. Gift kit in a corrugated shipper: \$4.95. Chicago Printed String Co., 2300 Logan Blvd., Chicago, Ill.

MUSIC BOX plays "My Old Kentucky Home" when lid is opened. Inside the Chinese red package is a bottle of eight-year Old Kentucky Tavern bonded Bourbon; a shot glass, and two larger glasses. Recipient's name plate may be placed at top of the lid. Under \$20 in states where sale is permitted. Glenmore Distilleries Co., Louisville 2, Ky.



REAL FERNS and flowers are preserved between transparent vinyl sheets to form unusual table place mats. Dow Styrofoam packages are designed to order, with any desired inscription. Place mats are \$3 each; packages are extra at nominal cost. The Van Loons, Mentor, Ohio.





# Old Taylor



## The gift of taste and elegance

Among Kentucky bourbon whiskies, the taste of Old Taylor makes it stand without a peer. This year you may give light and mild Old Taylor 86 proof in this beautiful gift decanter—a full 4/5 quart—handsomely gift-wrapped for your convenience. Or you may choose between familiar bottles of Old Taylor 86 proof and bottled in bond 100 proof festively wrapped for giving. All three are “holiday ready” at regular bottle prices. *Kentucky Straight Bourbon Whiskies • The Old Taylor Distillery Co., Frankfort & Louisville, Ky.*



THE KENTUCKY BOURBON WITH THE definitely better taste!

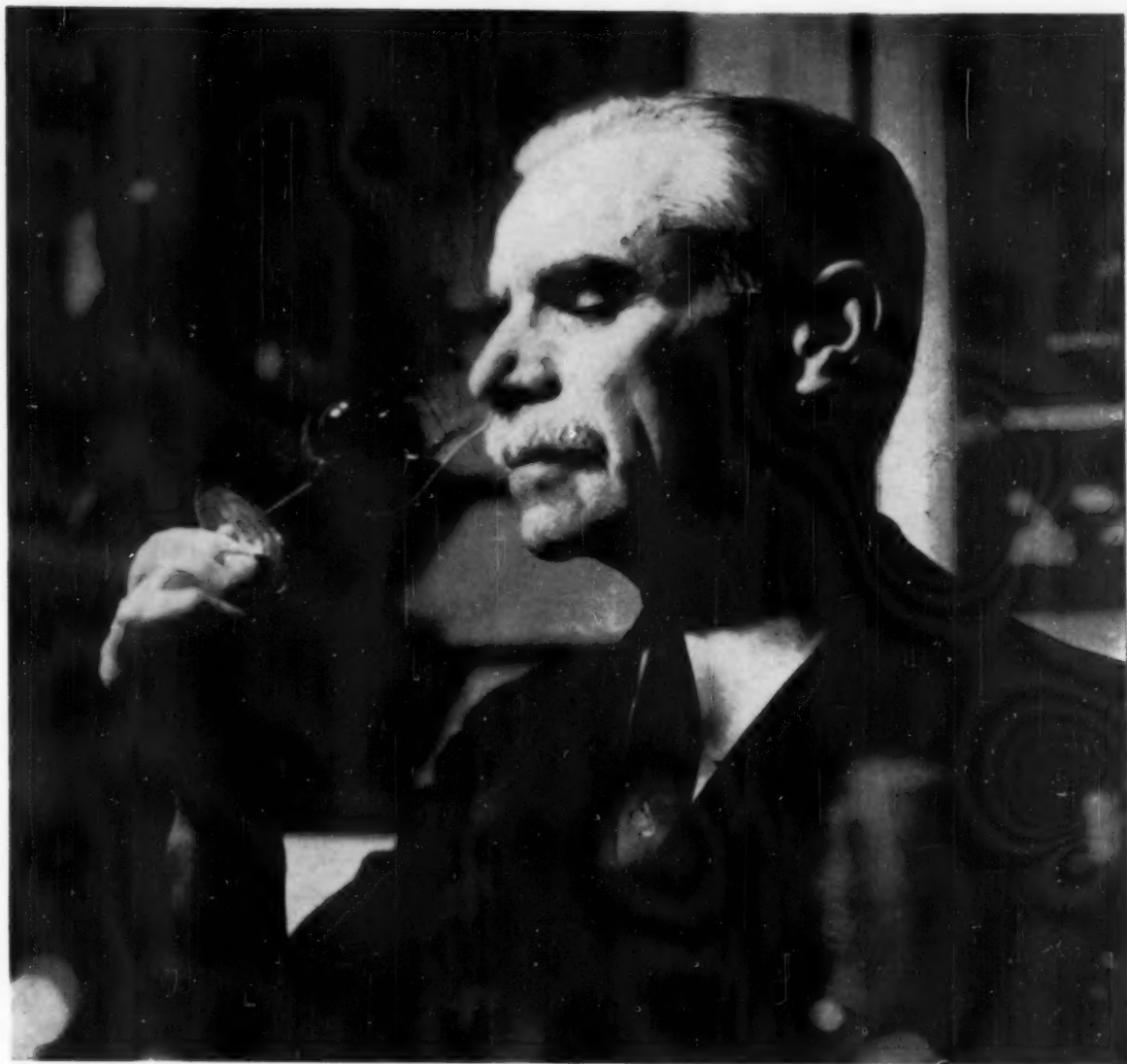
# Drink For Heroes

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In it you will find the sunshine and the shadow that chased each other over the billowy fields; the breath of June; the carol of the lark; the dews of night; the wealth of summer and autumn's rich content, all golden with imprisoned sparks of dancing light.

Drink it and you will hear the voices of men and maidens singing, mingled with the laughter of children. Drink it and you will feel within your blood the starlight dawns, the dreamy, tawny dusks of many perfect days.

---



French National Assn. of Cognac Producers

**C**LARET is the liquor for boys, port for men; but he who aspires to be a hero must drink brandy, said the learned Dr. Samuel Johnson.

Regiments of heroes follow his advice. Last year Americans bought six million gallons of this "soul of wine." They took it in many ways:

For a quick medicinal stimulant, flaming on plum pudding, but chiefly as the climax of a leisurely dinner.

To put mellow brandy in your glass requires a long time and much skill. The cost is fairly high, though not beyond reason. Prices

run from about \$5 to \$47 for a regal fancy decanter. Most sales are in the \$6 to \$9 bracket.

Result: Brandy is up front in the list of prestige gifts for discriminating friends.

"Discriminating" is the key word here. This beverage is not sloshed around carelessly, but savored with appreciation. A youth has 1,200 taste buds. He loses some at maturity; the remainder become more sensitive. Thus brandy is *par excellence* the drink for mature people who rank quality above quantity.

You can make peach brandy, apple brandy, etc., from almost any

fruit. However, "brandy," without a fruity prefix, is a distillation of wine grapes which has been aged in wood.

Cognac is the best known. The type named for that ancient French town north of Bordeaux is often used as a synonym for any brandy. Citizens of Cognac are quick to point out that: "All cognac is brandy, but all brandies are not cognac."

By law, real cognac must be distilled from grapes of the Charente and Charente-Maritime Departments of southwest France. Misleading labels will bring the gendarmes hotfoot.

A leading Cognac firm advises on the proper way to relish cognac:

"Hold it up to the light.

"Its rich amber color has seeped in over the years from barrel staves of the finest French oak.

"Sniff it.

"The warmth of the palm around the glass sends the bouquet floating upwards. To the nose it is sharp, invigorating, dry as toast.

"Sip it.

"Let a few drops lie on the tongue, rich and warm and clean tasting."

Brandies are produced elsewhere in France, California, Spain, the Rhineland, and in other fortunate regions. They differ from cognac and from each other. Which type is superior is vigorously debated by lip-smacking experts.

Undebatable is the fact that brandy has supplied a comforting glow over the centuries. The art of distilling goes back to prehistoric times. When it was first applied to wine is now lost in medieval mists. About 1200 A.D. brandy was noted as a discovery, and was described at the time as a "divine" medicinal product.

#### Birth of an Idea

Some 300 years later, according to legend, a Dutch sea captain popularized the discovery. At that era a brisk wine trade existed between Charente River ports and Holland. Cargo space then—as now—was expensive; barrels were taxed.

One breezy day the skipper's hat blew into the river. He fished it out, tossed it onto a hatch to dry, and went on loading barrels. Later the dried-out headpiece started a train of thought:

Suppose you could squeeze the water from wine, as from the hat. The remaining essence would occupy much less space . . . More profit on a voyage, ja . . . In Rotterdam the water could be put back . . . Maybe that distilling process they were talking about last night at the Anchor Inn would work . . .

Captain Van had stumbled on a great idea. He put it into execution with all possible speed.

Home again in Holland, he drew a noggin of "concentrated wine" and let a few friends sample it be-



Browne Vintners Co., Inc.

HENRI IS ONE of 64,000 Cognac growers. His love of the grapes is inherited, and he holds fast to tested traditions. In a world of corporate giants, he stands out as an inde-damned-pendent small businessman.

fore restoring the water. They swore a mighty Dutch oath that not one drop of wasser should be allowed to adulterate this new drink.

So goes the tale. Perhaps it is true. Something similar must have happened, because "brandy" was originally Dutch "brandewijn"—from "brand" (to burn) plus "wijn" (wine). The wine "burned" or heated by distilling eventually became English "brandywine" and finally was shortened to its present form.

Canny Dutchmen had no monopoly in buying and shipping dehydrated wine. Merchants of other nations entered the trade, which expanded again and again. French vineyards rang with a Gallic ver-

sion of "Happy Days Are Here Again."

Brandy assumed an important place in France's Gross National Product, a place it has never relinquished. Not a few noble lords strutted at Court on the revenue from their brandy interests. Naturally they worked hard to protect those interests when a dangerous rival hove in sight.

The ensuing war of brandy vs. rum was no small factor in the resentment leading up to our Declaration of Independence.

History books don't emphasize the trade war. Instead, they dwell on the Boston Tea Party, "taxation without representation," and the thundering hoofbeats of Paul Revere.



# EVERYONE LIKES A FINE FOOD GIFT

**Y**OU CAN PLEASE everyone on your Christmas list from Board Chairman to secretary, with a gift of Pippin Brand Cheddar Cheese or Colonial Mince Meat—or both! These choice Borden's specialties proved so successful on our own Christmas list that we have now made them available to you for the first time.

Both are exclusive items. Only Borden offers them to you. And these gourmet food products come at prices which will allow you to add many new names to your gift list.



**A Borden Exclusive**—4¾ lb. jar of Colonial Mince Meat. Made with 21 tantalizing ingredients: fragrant spices, currants, raisins, apples, steeped in brandy and laced with rum. Comes in special Christmas box.



**Borden's Pippin Cheese**—5-pound wheel of the finest Wisconsin Natural Cheddar Cheese... with a robust flavor that comes from over a year of careful aging. Mailed in our attractive gift container.

**Order soon.** We'll ship to you or directly to your customers. Your personal card can be enclosed or Borden's will enclose a greeting card for you. Delivery just before Christmas unless otherwise specified.

## PRICES (including postage):

### Pippin Cheddar Cheese:

1 to 9: \$4.25 each

10 or more to one address: \$4.00 each

### Colonial Mince Meat:

1 to 9: \$3.75 each

10 or more to one address: \$3.50 each

### Combined pack: (Cheese and Mince Meat)

1 to 9: \$8.00 each

10 or more to one address: \$7.50 each

## BORDEN'S HOLIDAY SPECIALTIES

Dept. 111—350 Madison Ave., New York 17, N. Y.

Please send:

- ☐ Jars Colonial Mince Meat    ☐ To me    ☐ To names on list  
☐ Pippin Cheddar Cheeses    ☐ To me    ☐ To names on list  
☐ Combined packs    ☐ To me    ☐ To names on list  
☐ Other (see attached order letter.) Enclosed is \$\_\_\_\_\_  
☐ Greeting card(s) enclosed

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

(To insure delivery before Christmas, order before December 1)

You must do a long flashback for the details:

How Queen Isabella had a sweet tooth, and sugar was scarce in Spain. It came by slow land routes from Syria and Persia, or from the small crops grown in Spain, Madeira, and the Canary Islands. How Columbus—with an eye to Her Majesty's favor—took sugar cane to the Spanish West Indies on his second voyage.

How the cane flourished there and spread all over the "Sugar Islands." How the planters began to make "rumbullion" from the molasses which is a by-product of sugar. And how, in time, the British and French West Indies also began to turn out rum.

But exports of rum to France ran slapbang into the long-established brandy business. Brandy merchants, including the noble lords, pulled wires. Faster than you can whisper, "lobbyist," a decree was handed down from the king:

No rum or molasses shall enter any French port. Entrenched home industry must be protected from overseas competition.

#### Raw Deal for Rum

This was tough on West Indian planters, particularly in the French colonies. The door to their natural market was slammed shut. Too many sea miles stretched between the plantations and Versailles for their moans of anguish to reach sympathetic ears.

West Indian trouble was New England's opportunity. Yankee skippers grew rich trading in rum, and molasses for Bay State distilleries. Commerce with the French islands was especially lucrative.

Then in 1733 Parliament passed the Molasses Act. It banned imports of the sweet syrup except from British possessions. Like Prohibition, the law was widely unpopular. Like Prohibition, it was even more widely violated.

From that date until the Revolution, two generations of American colonists were rum-runners and molasses malefactors. It was exceedingly profitable to slip past His Majesty's officers with a cheaply bought cargo from the French West Indies. And of course there



French National Assn. of Cognac Producers

COBWEBS on brandy barrels are more than decorations. To insects, the wood of the slumbering barrels is tasty. To spiders, the insects are tasty. So cellarmen never disturb the webs of their good friends; and when the insects start to gnaw, the spiders go to work.

were always enforcement agents who could be bribed.

Official records show that for every 500 hogsheads of rum on which duty was paid, an estimated 14,500 hogsheads came in illegally. Everybody was involved: cross-roads tavernkeepers to big-wig ship owners.

Respect for King George declined in this atmosphere of winking at the law. When Sam Adams and others said that England wasn't giving the Colonies a square deal, heads nodded in agreement. Later the Stamp Act—on rum as well as tea—added fuel to the resentment.

Revolutions are caused by innumerable factors. Storm clouds of public opinion must slowly pile up. Years of bootlegging defiance of the Crown added immeasurably to the Spirit of 1776. The Spirit

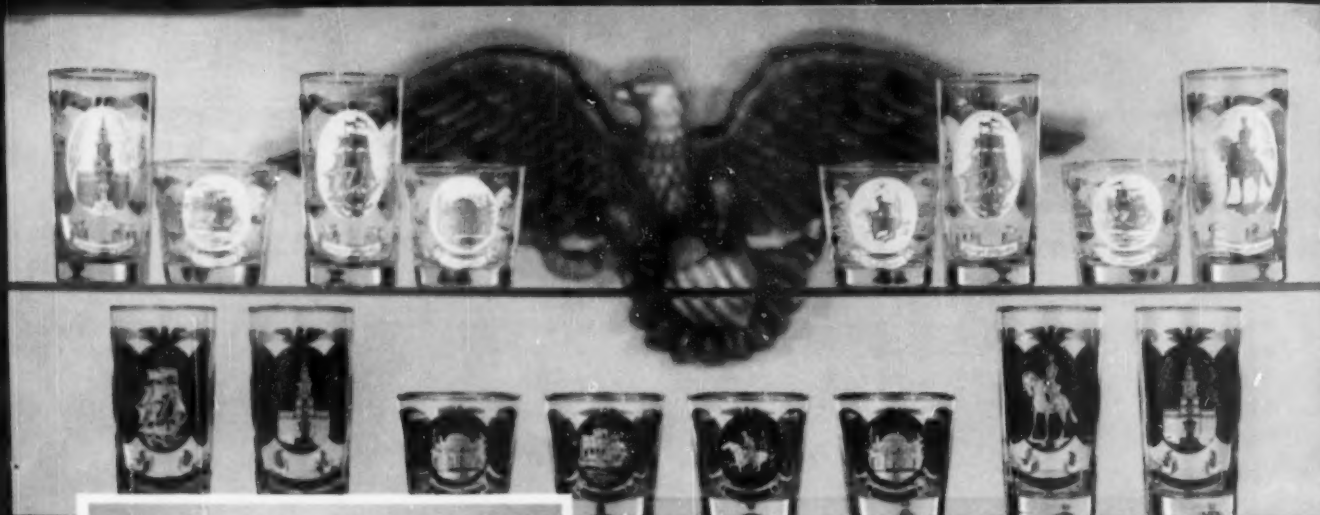
led to the ringing Declaration:

"We solemnly publish and declare that these United Colonies are, and of Right ought to be, Free and Independent States."

Far behind the famous words, behind the smuggled rum, is its rival: brandy. You must search for the connection; but it's there.

Over on the other side of the Atlantic smuggling from France to England had gone on merrily. The two countries were at war or snarling at each other for most of the 18th Century. Successive British rulers clapped stiff duties on French imports in peacetime, and forbade them in wartime.

Smugglers prospered at all times. Entire seacoast villages engaged in the traffic. Sons learned from fathers how to navigate by the dark o' the moon. Casks of brandy—a high-value, quick turnover item



### AMERICANA by Libbey

An ideal "gift to be remembered by." The 16-piece Americana set consists of 8 old fashioned and 8 beverage glasses depicting scenes from our American heritage. In each size, 4 glasses have gold on white decorations and 4 gold on black.

The handy 9-piece Americana set features 8 of the beverage glasses in a walnut-trimmed, brass-finished caddy... perfect for patio or parties.

Richly accented with 22K gold, each set will remain in the home as a constant reminder of you and your services.

*Packed in specially-printed mailing cartons.*

### International Set by Libbey

A 16-piece set of 8 beverage glasses and 8 double old fashioned, Libbey's International Set decorations symbolize 8 different foreign cities. Each glass is rimmed with sparkling 22K gold; each is a conversation piece and a memento of your thoughtfulness.

*Packed in specially-printed mailing cartons.*



## Give them the gift they'll use every day!


Quality glassware is a business gift which can be enjoyed by the whole family... day after day, as a reminder of your good wishes.

Libbey Safedge® Glassware is known to consumers across the country for its quality and modern design, and is backed by the famous guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

Each Americana and International set is packed in handsomely decorated cartons ready to be mailed.

Send for this new catalog which shows additional Libbey gift sets... each one boxed and ready for shipment to your friends. Just write to Libbey Glass, Division of Owens-Illinois, Premium Department, Toledo 1, Ohio.



LIBBEY SAFEDGE GLASSWARE  
AN  PRODUCT

OWENS-ILLINOIS  
GENERAL OFFICES • TOLEDO 1, OHIO

# **A+ AnSCO PREMIUM MART**

Choose **A+** AnSCO premiums from \$5.95 to \$159.50...  
and know you're giving **QUALITY!**



**A+ CADET® FLASH OUTFIT!** Built-in flash uses economical new AG lamps. Brilliant eye-level viewing and double exposure prevention. Takes 12 exposures on 127 film in black & white and color. Fast, sharp Ansco lens. Outfit includes camera, flash bulbs and a roll of AnSCO 127 All-Weather Pan Film. Complete outfit only \$10.95.



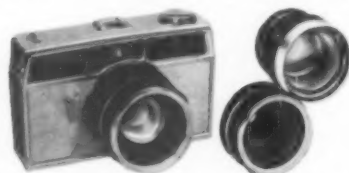
**A+ CADET CAMERA OUTFIT!** All the features of the Cadet Flash but with separate flash attachment. Outfit contains flash bulbs and one roll of 127 film. Only \$10.75 plus batteries. Camera alone, \$5.95.



**A+ CADET REFLEX OUTFIT!** All Cadet features but with big full-size viewfinder. Outfit contains camera, flash unit, flash bulbs, and two rolls of 127 film. Complete, only \$15.95 plus batteries. Camera alone \$10.75.



**A+ LANCER®-LG OUTFIT!** Photo-electric "eye" for better pictures at a low price. Outfit contains camera, flash attachment, flash bulbs and one roll of 127 film. Only \$24.95 plus battery.



**A+ ANSCOMARK MI 35mm.** Electric eye exposure control, coupled rangefinder-viewfinder, interchangeable lenses. With f/2.8 lens \$134.50. With f/1.9 lens \$159.50. 35mm f/3.5 wide-angle lens \$59.50. 100mm f/4 telephoto \$79.50.



**A+ ANSCOCSET CAMERA!** Sets itself for perfect exposure automatically. Super-sharp f/2.8 lens. Shutter speeds from 1/8 to 1/1000 second. Combined rangefinder-viewfinder. Only \$69.95 complete.



**A+ ANSCOMATIC® PROJECTOR!** Fully automatic on all 2" x 2" slides. Also takes 2 1/4" square and stereo frames. Turns "room lights" on automatically. Only \$119.50.

AnSCO, Binghamton, New York. A Division of General Aniline & Film Corp.

Special packages to fit your exact needs! Write: AnSCO Sales Dept., Binghamton, N. Y.

See you at the New York  
Premium Show  
September 12 to 15!



---

## WITH GLASSES RAISED . . .

. . . on high, we toast:

Browne Vintners Co., Inc.  
French National Assn. of Cognac  
Producers

Fromm and Sichel, Inc.  
German Distilleries, Ltd.  
Renfield Importers, Ltd.  
Schieffelin & Co.

Swiss Consulate General  
W. A. Taylor & Co.

Wine Advisory Board

and offer our thanks for the information and advice they have supplied so graciously. It was invaluable in preparing this report.

—THE EDITORS

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—rolled ashore in secluded coves. They journeyed on by regular routes: inns, stables, farms.

Active Jacobites, who plotted for the restoration of a Stuart King, joined in and encouraged smuggling. Anything, they said, to annoy the House of Hanover. Their letters and spies also made full use of the smugglers' "underground."

Armchair Jacobites delighted in toasting "Charlie over the water." What way was more fitting than to pass a dram of French brandy over a bowl of water?

Other buyers—uninterested in politics—liked the bargain price of duty-free brandy. As salve to their consciences, they might quote Adam Smith, the eminent economist. Smith, a believer in free trade, declared a smuggler was:

"A person who though no doubt highly blamable for violating the

laws of his country, is frequently incapable of violating those of natural justice, and would have been in every respect an excellent citizen had not the laws of his country made that a crime which Nature never meant to be so."

Smith's view reflected public opinion. Violators of the 18th Century Excise Acts were as popular as bootleggers of the 1920's. They were admired as dashing "Gentlemen" who outsailed and outwitted the bumbling excisemen to promote international commerce.

Long afterward Kipling put their romantic deeds into verse:

*If you wake at midnight and  
hear a horse's feet,  
Don't go drawing back the blind,  
or looking in the street,  
Them that asks no questions  
isn't told a lie.  
Watch the wall, my darling,  
while the Gentlemen go by!*

*Five and twenty ponies  
Trotting through the dark;  
Brandy for the Parson,  
'Baccy for the Clerk  
Laces for a lady, letters  
for a spy.*

*And watch the wall, my darling,  
while the Gentlemen go by!*

• • • • •

*Running round the woodlot if  
you chance to find  
Little barrels, roped and tarred,  
all full of brandy-wine;  
Don't you shout to come and  
look, nor take 'em for your  
play;  
Put the brushwood back again—  
and they'll be gone next day!*

*Five and twenty ponies  
Trotting through the Park—  
Brandy for the Parson,  
'Baccy for the Clerk.*

*Them that asks no questions  
isn't told a lie.*

*Watch the wall, my darling,  
while the Gentlemen go by!*

Some of today's major French cognac firms started in the period when the Gentlemen flourished. (It would be libel to suggest that the former may have sold "little barrels, roped and tarred" to the latter.)


One of the oldest was begun in 1715 by Jean Martell, a native of the Isle of Jersey. From headquarters in Cognac he built up a prosperous trade with England, Holland, Germany, and Scandinavia.

Those countries, plus the United States, remain the largest brandy customers.

His widow carried on with the two sons Jean and Frederic; and in 1805 the company became J. & F. Martell. Present head, Michel, obeys the family rule that every male Martell must know how to shape a barrel stave as well as how to merchandise the barrel's contents.

Aristocracy, in addition to anti-quity, is claimed for E. Remy Martin & Co. In 1724 the Duke de Richelieu conferred a title of nobility on the firm—possibly after quaffing its product. Currently Remy Martin specializes in "Fine Champagne" cognac, the aristocrat of the vineyards.

Another veteran retailer has the un-French name of Jas. Hennessy

 **SOLVE YOUR GIFT PROBLEMS  
WITH THESE SUGGESTIONS FROM  
THE HOUSE OF GLENMORE**

  
SEE  
FOLLOWING  
PAGES

SO GOOD—  
WE WISH  
WE COULD  
GIFT-WRAP  
EVERY DROP!

We've done the next best thing.

We've wrapped each bottle in a package that crackles with color and sparkles with merriment. Here are gifts that will set eyes dancing and fingers reaching—with their promise of pleasure. A promise that's faithfully kept by the wonderful whiskeys within—the superb bourbons and scotches from Glenmore Distilleries Company, "Where perfection of product is tradition," Louisville, Ky.



DISTINGUISHED GIFTS FROM THE HOUSE OF GLENMORE

a. 7-YEAR OLD KENTUCKY TAVERN—ALMOST TWICE THE AGE OF MOST OTHER PREMIUM BOURBONS AT NO EXTRA COST. IN THE DECANTER OF THE YEAR, A MASTERPIECE OF THE GLASSMAKER'S ART. 86 PROOF KENTUCKY STRAIGHT BOURBON WHISKEY. b. AN AUTHENTIC SHIP'S DECANTER. SEAFARINGLY MASCULINE AND A CONVERSATION "STARTER-UPPER." WITHIN—A FULL QUART OF

THE SUPREME BOURBON, 9-YEAR OLD KENTUCKY TAVERN, 100 PROOF BOTTLED-IN-BOND. c. AMERICA'S VERY BEST PREMIUM BOURBON, 8 FULL YEARS OF AGE. TWICE THE AGE OF MOST OTHER PREMIUM BOURBONS AT NO EXTRA COST. 100 PROOF, BOTTLED-IN-BOND OLD KENTUCKY TAVERN. d. THE RICHNESS OF THE BOND CAPTURED IN A LIGHTEARTED 86 PROOF BOURBON. WITH THE



GOLDEN MELLOWNESS THAT HAS BEEN A FAMILY SECRET FOR 4 GENERATIONS. 7-YEAR OLD KENTUCKY TAVERN. **e.** YOU KNOW ON SIGHT...IT'S LIGHT! LOOKS LIGHTER, TASTES LIGHTER BECAUSE IT'S SUB-ZERO CHILL-FILTERED TO GIVE ONLY THE LIGHT, LIGHT HEART OF FINE BOURBON. OLD GLENMORE SILVER LABEL 80 OR 90 PROOF. **f.** THE FAMOUS "HIS AND HER" SCOTCH—HOUSE OF LORDS.

WONDERFULLY LIGHT—A GIFT TO PLEASE BOTH THE MAN AND HIS WIFE. BLENDED SCOTCH WHISKY. 80 PROOF. IMPORTED SOLELY BY GLENMORE DISTILLERIES. **g.** THE UNIQUELY VERSATILE SCOTCH—KING'S RANSOM, PERFECT FOR HIGHBALLS AND COCKTAILS, BUT ALSO IDEAL AFTER DINNER AS A LIGHT LIQUEUR. BLENDED SCOTCH WHISKY, 94 PROOF. IMPORTED SOLELY BY GLENMORE DISTILLERIES.



& Co. The actual founder was Richard Hennessy, third son of a County Cork squire. Like many Hibernian younger sons, Captain Richard served in Louis XV's Irish Brigade. Retired by a wound, he settled near Cognac. His regiment had been stationed close by; and he liked the town.

With no *usquebaugh* available, he soon developed a liking for the local beverage. About 1765 he shipped a few casks to the folks in County Cork. Promptly they wrote back for more.

Before Richard could say, "Erin Go Bragh an' Vive la France!" he was in business.

Yellowed ledgers record that he acted as a commission merchant, collecting 2% on those first sales. Son James (after whom the company is named) set it on a more profitable basis, and widened his market. The present Hennessys, sole owners, are seventh in direct descent from Richard. French citizens, they speak English with a British accent.

A military career likewise lay behind Captain Courvoisier, soldier of Napoleon. During the Emperor's heyday the House of Courvoisier was purveyor at the Imperial Court. After Waterloo the Captain joined his father in establishing the family business on a firm footing. Small at that time, it has since made "The Brandy of Napoleon" a familiar slogan around the world.

#### Methods Resist Change

Eyes of these 18th Century founders would bulge at the size of today's cognac industry. Operating methods, though, are exactly the same as in their youth. The process starts with the grapes:

They ripen on 138,863 acres in seven subdivisions or "growths" fanning out from Cognac. Vineyards are divided among no less than 64,000 growers, most of whom have held their tiny plots for generations. Buying a farmer's land would be as easy as buying his right arm.

Quality varies from area to area, even from yard to yard. Top rating is accorded to the Grande Champagne area; the Petite Champagne is next. "Fine Champagne cognac" is a blend of those two growths, of which at least 50% has to be Grande Champagne. "Grande Fine Champagne" is from the Grande Champagne region exclusively, and is the highest priced.

Frenchmen abbreviate the term, and ask for a "Fine" (pronounced Feen) in cafe and bistro.

Laymen are apt to be puzzled by "Champagne cognac." It has no kinship with the bubbly wine of the Champagne country whose center is Rheims. The "champagne" in both names is simply French for "field." Originally it was the Latin *campus*.

Cognac grapes are white. Despite the region's thin, chalky, rock-strewn soil, they grow plump in thick clusters. Diffused sunlight and Bay of Biscay breezes impart a distinctive flavor. However, the sourish wine they make is not very good. And nobody eats them.

Instead, in September and October, they are hand-picked, pressed, and allowed to ferment. Fermentation lasts from 5 to 15

(Continued on page 166)



## Gifts that establish a bond of esteem

### Ambassador 12

Scotland's Finest 12-Year-Old Whisky

### Ambassador 25

The World's Finest Liqueur Scotch

The problem of selecting a holiday gift that will be appreciated by every discriminating person on your list—and will reflect your personal esteem for the recipient—is perfectly solved when you choose Ambassador 12 or Ambassador 25-year-old Scotch.

+

Both are imported from Scotland's greatest treasury of aged whiskies, the ancient Highland distillery of Taylor & Ferguson, and both are truly unique ambassadors of your good will throughout the holiday season.

+

Ambassador aged Scotches, in their beautiful cartons, form a greeting which will be treasured, and enjoyed only at the most special occasions (when your thoughtfulness will again be gratefully remembered).

+

If you have the slightest difficulty in effecting the purchase and delivery of any of the Ambassador Scotches, our exclusive importers will be very happy to assist you in obtaining them anywhere in the U.S. where the sale of whisky is legal. Write or call Quality Importers, Incorporated, 55 Fifth Avenue, New York 3, N. Y. (ORegon 5-9200)



Because these great Scotches are in limited supply, orders will be filled in order of receipt. So we urge you to act promptly.

SALES MANAGEMENT

#### FOLDING OPERA GLASS



**\$129**  
in lots  
of 144

Leatherette-covered, nickel trimmed, opens from 3/4" thin case to become powerful pocket-size binoculars. A prestige gift that will be remembered and appreciated for years.

72...\$1.50 288...\$1.25  
144...\$1.29 576...\$1.23

Sample \$2

**FREE! 40-page catalog** listing over 250 proven executive gifts and advertising specialties.

**R. Frank Advertising Specialties, Inc.**  
253-4 Center St., Williston Park, N. Y.





## From Scotland's greatest treasury of aged whiskies *Ambassador 12 and Ambassador 25*

Aged Ambassadors are the truest of all Scotch Whiskies—blended from spirits that come from one, and only one source. These spirits, carefully selected by Taylor & Ferguson, Ltd., of Glasgow, are not “shopped around for” in the open market. They derive from one of the largest distilleries in the Highlands—with the world's most treasured supply of aged whiskies.

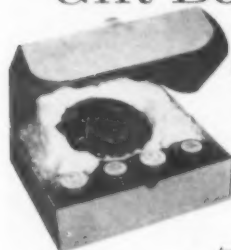
Ambassador 12 and Ambassador 25 never will be plentiful—because there never has been, never will be, any compromise with quality for the sake of mass acceptance. They will be purchased only by the few who are willing to pay more for the very best. If you are privileged to be among them, we are sure you will appreciate Ambassador Aged Scotches.

*Ambassador 12 and Ambassador 25 are Scotches to be treasured and savored. They may be enjoyed as a liqueur in a snifter glass, or mixed three parts Ambassador with one of Chartreuse (Yellow) or Van Der Hum liqueur for a delightful after-dinner drink.*



VERY SPECIAL GOURMET

## Gift Boxes



No. 1  
BLUEGRASS  
BOURBON  
BOUQUET

\$10.80  
Postpaid

OLD FORESTER  
JELL (Two jars  
of bourbon jelly;  
two of bourbon and  
mint jelly) packed in colorful orchid box.  
Bluegrass Bourbon Pecan Cake—wt. 2 lbs.  
Full of nuts, raisins, bourbon and butter.

No. 2  
TO EAT AND  
KEEP

\$11.20  
Postpaid

GODIVA Belgian as-  
sorted Chocolates.  
Truly, "Fit for a  
King." Half pound  
Gold Box placed in  
center of beautiful  
French PORCELAIN PLATE (9½ in. diam.) by  
Raymond Oliver, illustrating in color a  
tempting French recipe.



No. 3  
"BON GOUT"

\$12.80  
Postpaid

French  
Chocolates—  
"ESCARGOTS DE  
BURGOGNE"—  
very delicious  
with hazel nut  
cream centers.  
Ten pieces in  
leather cigarette box.



PATE DE FOIE GRAS with truffles. Five oz.  
superb quality from Aire, France. Famous  
French WINE VINEGAR—two bottles (12½  
oz.) one red—one white, by Cruse of Bor-  
deaux. MARRONS GLACES, Alemagna, from  
Italy. Half pound Tin Box, extra large,  
sugar glazed chestnuts.



No. 4  
CHRISTMAS  
APPETIZER  
BOX

\$13.35  
Postpaid

Elegant brass  
Florentine PEP-  
PER MILL from  
Italy—6" high.

French WINE VINEGAR—two bottles (12½ oz.)  
one red—one white, by Cruse of Bordeaux.  
Old Forester BOURBON JELL—one jar (6¾ oz.)

Any item in the above gift packages may  
be sent individually. Prices range from \$4  
to \$9, plus postage and handling. Write for  
folder describing each of ten Gift specialties.  
Discount for quantity orders.

*Grand Gourmet Gifts*  
108 N. 3rd. St. Louisville 2, Ky.

## How to Plan a Corporate Anniversary

**Lighting candles on the birthday cake pays off in publicity and long-lasting good will. But note these precautions—whether you spend a lot or a little.**

**N**EXT year thousands of companies will celebrate anniversaries.

Special letterheads and labels will proclaim the event. Local and national advertising drums will roll. Plant tours, company parties of many kinds will be held. And business gifts in wide variety are certain to play a leading part.

*The Business Founding Date Directory*, by Etna M. Kelley (Morgan & Morgan), lists more than 9,000 companies that were born before 1915.\*

Some of them can look back a long way. About 120 American corporations opened their doors in the period between 1702 and 1800. Probably the nation's oldest—a Philadelphia concern—started in 1687. It is operated by ninth-generation descendants of the original owner, and is still near its first plant site.

Whether marking a birthday in centuries or decades, all of these firms are proud of their age. Their pride is justified. Toughened by years of prosperous times and bad, they have kept pace with a changing world.

"New" is sometimes said to be the strongest possible selling point in present-day marketing. But "New backed by accumulated experience" may be even stronger.

Now the old-timers will promote today's goods and services by talking about yesterday's records. They will ride the tide of nostalgia for

"the good old days." That rising tide includes:

The soaring market for antiques; Publishing successes such as *American Heritage*, costume novels, and countless histories and biographies;

Plays, movies, and TV shows (documentary and fictional) with historical settings;

Restorations as at Williamsburg and Jamestown, Va., Sturbridge Village, Mass., New Salem, Ill., New Bern, N. C.;

The Civil War Centennial in 1961-65;

Preservation of historic homes as local and national monuments.

Companies that link their own youth with other pioneering events will capitalize on the trend.

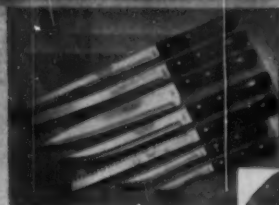
"The mere mention of an anniversary seems to do wonders in adding to the effectiveness of promotion," reported Frank M. Herbert, of the *Atlantic Monthly*, when his magazine crossed its first century mark.

A few deep-rooted firms can hark back to the era when "Yankee Doodle" was in the current Hit Parade. More can whistle, "There'll Be a Hot Time in the Old Town Tonight." Those able to recall the words of "Over There" and "Rose of No Man's Land" are numerous.

None of these will have to search deeply in the pages of history for a promotional keynote. Later arrivals may have to look a little farther. But every company has something worthy of commemoration:

The oldest in its state or city; oldest in its industry; anniversary of the introduction of a new product or brand; production of so-and-so many units; signing of the 100,000th order, etc.

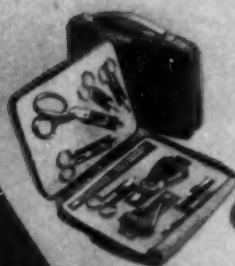
\* A supplement, *1961 Anniversaries*, contains over 350 names and addresses of firms founded in 1861, 1886, 1911, 1921, 1931, 1936 (25th to 100th anniversaries)—but not duplicating names in the *Directory*. Further information from: Etna M. Kelley, 647 Hudson St., New York 14.



\$26.50 retail



\$19.00 retail



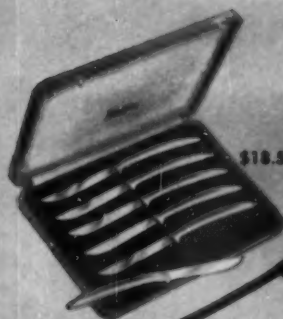
\$25.00 retail



\$15.75 retail



\$20.00 retail



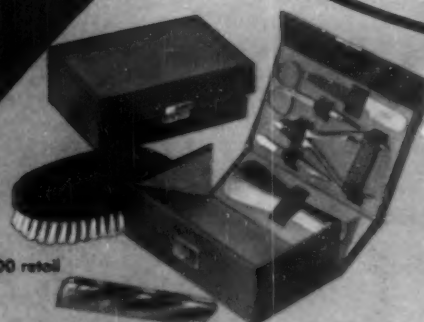
\$18.50 retail



\$15.00 retail



\$22.50 retail



\$10.00 retail



\$13.50 retail



\$25.00 retail



\$23.50 retail

HERE'S  
SOMETHING  
just MADE TO ORDER  
for you

*Griffon*

will custom design  
gifts and premiums  
to suit every purse  
and purpose

Something special in mind? Griffon quality merchandise is ALWAYS considered special . . . but more than that, Griffon offers you the privilege of designing your own original gift. Choose your items from a wide assortment of useful products . . . products for men, for women, for travel, for personal use, for the home. No matter how YOU prefer it you can be sure Griffon is always **PREFERRED** as a gift . . . a premium . . . a prize.

Call Collect CHelsea 2-6133.  
Ask for Mr. Herman Kaplan  
Or write for our full color catalog.

GRIFFON CUTLERY CORP. CUTLERY SINCE 1888

151 WEST 19th STREET, NEW YORK CITY, N.Y.

# GRIFFON





## GIFTS? AIM FOR ENTHUSIASM!



**SALAD WAGON**



**CHEESE BOARD**

Give Cresca imported food gifts packed to overflowing with delicacies from every corner of the world. From festive wrappings . . . through every satisfying bite . . . down to its *useful* container, a Cresca gift generates enthusiasm, reflects your impeccable taste. Confections, cocktail snacks, or a combination of both come in wicker baskets, ice buckets, chests, serving trays. Prices? From \$1.59 for a box of Danish cheeses to \$150.00 for the completely outfitted Bar Cart. Details? Send for your free Cresca gift catalog today! Quantity prices available.

BY

**CRESCA**  
OF COURSE!

CRESCA, Dept. G  
825 E. 140 St., New York 54, N.Y.  
Please send me your free gift catalog.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_

For instance, Park & Tilford gave a dinner for more than 20 firms that—like P & T—were founded in 1840. Some of the guests wore costumes of the period. The menu duplicated a Delmonico feast of bygone days. Resulting publicity was equally lavish. Similar publicity came to the New York Telephone Co. from a reproduction of its first phone "directory": a single page with the names of a handful of subscribers.

Again, the celebration may honor an important date in a particular field. Oil companies observed the industry's centennial in 1959, though most of them were started long after "Colonel" Drake drilled his first well in Titusville, Pa.

Executives who have been in charge of anniversary promotions stress the need for long-term planning. Groundwork, they say, should be laid at least one year in advance. Two or three years is even better. Time is required for coordination of effort, no matter how small the budget.

Both sales and advertising chiefs, of course, should be on the planning committee. Success of the affair is largely their responsibility.

Once the date and theme are determined, the next question concerns gifts and souvenirs. These may run the gamut from simple to elaborate. They may be presented to employees only; or to customers, stockholders, distributors, suppliers, or any combination.

Among the products successfully used are:

- Matchbooks
- Pencils
- Paperweights
- Silver spoons
- Serving trays of tin or plastic
- Lapel buttons and pins
- Timepieces
- Neckties with corporate symbols and messages
- Coins and medals
- Maps
- Diaries
- Albums
- Calendars
- Stationery
- Luggage, briefcases
- Ashtrays
- Product miniatures
- Tie clasps
- Compacts and bracelet charms

Watches are virtually standard gifts for employees with years of

Table 1

### Traditional Anniversary Gifts

1st.	Paper
2nd.	Cotton
3rd.	Leather
4th.	Fruit and flowers, silk
5th.	Wooden
6th.	Sugar and candy, iron
7th.	Woolen or copper
8th.	Bronze or pottery
9th.	Willow ware or pottery
10th.	Tin or aluminum
11th.	Steel
12th.	Silk or linen
13th.	Lace
14th.	Ivory
15th.	Crystal
20th.	China
25th.	Silver
30th.	Pearl
35th.	Coral
40th.	Ruby
45th.	Sapphire
50th.	Golden
55th.	Emerald
60th.	{ Diamond
75th.	

service. A wise policy, it has been found, is to let them pick their own from a group in the same price range. Each person has preferences—white gold, wrist or pocket model—and deference to them will be repaid in real appreciation.

Clocks are especially appropriate for distributors, dealers, customers, and others with whom you have dealt for season after season. De luxe calendar-clocks are favorite mementoes, also.

For case histories and expert advice from 27 companies, see "Anniversary Gifts: To Whom? What? How?," SM, 9/10/57.

In addition, "Anniversary Celebrations Made Easy," by John Donald Peel (Chilton Co.), is a guide for planning, organizing, and staging the celebration. A 318-page book, it contains suggestions for activities and events that will exploit the promotional and public relations possibilities of the event.

Many firms distribute corporate anniversary gifts that fit the long-established wedding anniversaries. At the 25th year, silver in some form is customary; gold prevails at the half century, and so on.





## GIVE CORNING\* WARE FOR CHRISTMAS AND INSURE REMEMBRANCE THE WHOLE YEAR 'ROUND

Everyone will remember your Christmas gift when you give CORNING WARE. It's a tasteful gift the whole family enjoys . . . a happy gift for every home. It's a gift whose value is known through national television advertising. You can freeze, cook, and serve, all in one dish. Above all, it's a handsome gift, individually packed in mailable gift cartons for your convenience. Please turn the page for a full description of items available, plus prices and the details of ordering.

# CORNING\* WARE



**ROYAL FAMILY SETS** include 10" skillet with cover and serving cradle; 1, 1½, 1¾ quart saucepans with covers, 1 handle and 1 saucepan cradle. Handle fits all saucepans and skillet. Each set is packed in its own case . . . retail price \$24.95. Order P-1000-D.



This is the Corning Ware **SAUCEPAN SET**: 1, 1½, 1¾ quart saucepans . . . each complete with PYREX® cover. A serving cradle and detachable handle completes the set. Retail price \$14.95. Packed as one case. Order P-11-D.



**DISCOVERY SET.** These sets are sure to please your most valued customers and friends. A top item in retail stores. Consists of: 6-cup percolator, 9" skillet, 2½ quart saucepan with serving cradle, a 1 quart and 1¾ quart saucepan with cradle and an interchangeable handle. Packed in a gift carton. Number P-1106-D. Retail price, \$34.95.

## CORNING WARE DOUBLES THE VALUE OF YOUR GIFT DOLLARS

Your company earns twice as much remembrance per dollar when you give Corning Ware. It's a gift of established value. It's fun to receive Corning Ware—and it's a pleasure to give it.

It will be especially easy to give Corning Ware as business gifts this Christmas because we are inviting responsible business concerns to deal directly with Corning in purchasing Corning Ware in volume. We'll fill all acceptable orders at a volume price, handling smaller orders through local distributors and larger orders directly from the factory. In each shipment the gifts will be individually packed in gift-carton shippers by sets or single pieces (as described in the captions above).

— MAIL COUPON FOR FULL DETAILS —

### CORNING GLASS WORKS CORNING, NEW YORK

Attention: Specialty Sales Dept.

We are interested in giving Corning Ware as Christmas business gifts.

- ☐ Please send more information on your business gift program.  
☐ Please have your representative call.

Name .....

Company .....

Address .....

City ..... State .....

### SINGLE ITEMS ATTRACTIVELY BOXED

Item	Retail Price	Item Number
<b>PERCOLATORS:</b>		
6 cup	\$ 9.95	P-106-A
8 cup	10.95	P-108-A
<b>SAUCEPANS:</b>		
2½ qt. with cover, handle, cradle	10.95	P-14-D
2½ qt. with cover	6.95	P-2½
1¾ qt. with cover	4.95	P-1¾
1½ qt. with cover	4.50	P-1½
1 qt. with cover	3.95	P-1
<b>SKILLETS:</b>		
10" with cover and cradle, handle (shown on other side)	12.95	P-15D
10" with cover	8.95	P-10
9" with cover	5.95	P-9
7" with cover	3.95	P-7



The well-known schedule of wedding anniversary gifts is helpful in choosing corporate anniversary remembrances. (See Table I.)

No one knows how this list evolved. It has simply grown through the years, and is now an accepted social custom. Such etiquette authorities as Emily Post have given it their august approval.

The Jewelry Industry Council—with an eye to broadening sales—has issued a revised anniversary list. (See Table 2.) Comparison of the two reveals several variations.

Table 2

### Jewelry Industry Council Anniversary Gifts

- 1st. Clocks
- 2nd. China
- 3rd. Crystal, glass
- 4th. Electrical appliances
- 5th. Silverware
- 6th. Wood
- 7th. Desk, pen and pencil sets
- 8th. Linen, lace
- 9th. Leather
- 10th. Diamond jewelry
- 11th. Fashion jewelry, accessories
- 12th. Pearls or colored gems
- 13th. Textiles, furs
- 14th. Gold jewelry
- 15th. Watches
- 16th. Silver holloware
- 17th. Furniture
- 18th. Porcelain
- 19th. Bronze
- 20th. Platinum
- 25th. Sterling silver jubilee
- 30th. Diamond
- 35th. Jade
- 40th. Ruby
- 45th. Sapphire
- 50th. Golden jubilee
- 55th. Emerald
- 60th. Diamond jubilee

However, the rules are flexible. If you are observing, say, the 150th year since The Founder hung out his shingle, you may call it golden, double diamond, or whatever. Naturally, the problem is of small interest to the average much younger company.

You may use either list as a source of inspiration for your corporate milestones. Both are proper and in good taste. And both have

SEPTEMBER 10, 1960

# A GIFT OF California Candy

will delight the entire family of the recipient



TWO LB.  
ONE LAYER  
GIFT BOX

\$3.95 ea.

F.O.B. your plant or  
office in lots of  
50 boxes or more

**MAKE A REAL HIT** with your employees or customers with a gift of this delicious fine quality retail-type box of chocolates. Each box contains a gift pack of milk and dark chocolate coated cherry cordials, nuts, creams and chews—3 pieces foil wrapped. Each box will have a removable gold card reading, "A Gift from California."

**THE BOX ITSELF** is 7" wide and 14" long, with the full 2 pounds of chocolates all on one layer. The appearance is terrific! This large gift box is covered with an attractive gold striped paper with a large brown and gold multi-fold bow 7" in diameter. Each box is

in its own chipboard container for extra protection, and each will be overwrapped in a beautiful Christmas design bond paper. If you wish to mail any boxes, we can supply Parcel Post mailing cartons at an extra cost of 15¢ each.

**HERE IS A GIFT** from romantic California of the finest retail-type chocolates that will be enjoyed by the entire family of the recipient. It is beautifully packaged and delivered F.O.B. your plant or office in quantities of 50 boxes or more. Everyone wants candy at Christmas. This gift will surely please those you wish to remember.

## Solve your Gift Problem NOW!

For 8" x 10" photographic print of box and contents, including literature and Order Form, please clip and mail this coupon with your letterhead to:

**MacFARLANE'S CANDIES**

P.O. Box 179 • Oakland 4, California

Send att. of \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

# Gifts

## For Year 'Round Remembrance

for her.



by **KENRO**

Lovely Dinnerware  
she'll prize... and use!

*Holiday* "ORCHID  
SPRAY"

Sold in finest china departments,  
Holiday Melmac® by Kenro has  
her ready acceptance. She'll love  
beautiful Orchid Spray for entertaining and  
when the family "dresses up" for special din-  
ners. You'll compliment her good taste and  
yours with a gift like this! Starter set — Retail  
\$14.95. 46 pc. set, service for 8 — Retail \$39.95.

for him...



Hot or Cold Server  
... a hosts delight

KEEPS  
hot foods hot ...  
KEEPS  
cold foods cold!



A most thoughtful gift for the thoughtful host.  
Helps him keep foods just right for serving ...  
at times when he wants everything just right.  
Available in pink, turquoise, white or yellow.  
Retail \$7.95

WRITE FOR COMPLETE DETAILS AND SPECIAL QUANTITY PRICES.

Also information and prices on tiered  
trays, relish dishes, tumblers and other  
items suitable for gift giving.

**KENRO CORPORATION**  
Fredonia, Wisconsin Department 246

an extra advertising value built in:

A company whose product co-  
incides with the anniversary sug-  
gestion may distribute gifts made  
of that material.

Cotton, leather, wool, wood or  
paper firms may choose from an  
infinity of products at the appropri-  
ate dates. A steel manufacturer  
might give cutlery at an 11th birth-  
day. Other tie-ins will readily occur  
to your ingenuity.

As an example, a small-town  
plant paid all employees in silver  
dollars on its silver anniversary.  
Business friends received silver  
ashtrays.

Imagination nourishes a bumper  
crop of good will throughout the  
anniversary program. A broad field  
is open to any company. Past his-  
tory, present operations, and future  
plans may be blended. Gifts may  
be harmonized with one or more  
of these elements.

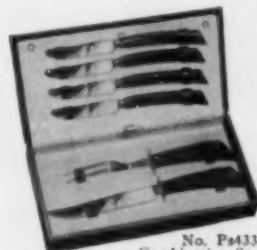
The budget may be large or  
small. Regardless of its size — if  
spent with care and forethought —  
an anniversary promotion is a  
sound investment in the opinion of  
experienced executives.

## Cutlery Gifts

by **Lamson**  
say a **BIG**

*"Merry Christmas"*

AT SMALL COST



No. P4330  
Combination Steak Set

Cutlery Gifts are Year-round  
reminders of your Company

**STEAK KNIVES • CARVING SETS**  
**HOSTESS SETS • COOK-OUT SETS**

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**LAMSON & GOODNOW MFG. CO.**

*"On the Mohawk Trail"*

Shelburne Falls Mass.

SALES MANAGEMENT



# this Christmas give the gift they're all



*New*

# raving about!

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...MORE PURE BEAUTY PER INCH

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... Designed by Raymond Loewy Associates!

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Freshest idea in gifts wins friends with clean, fresh air! King-size Twin Filters remove dust, dirt, smoke, smog, grease, pollen, odors. RIVALAIRE delivers pure, sweet air quickly, safely. "Select-O-Dial"™ adjusts for day, night use. Portable—plugs in anywhere. Compact, whisper-quiet. 16" long. Two-tone champagne beige, rich gold trim.

OTHER **Rival** GIFTED IDEAS THAT WILL BE MOST WELCOME



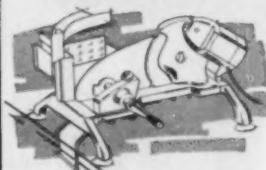
**CAN-O-MATIC™**  
PORTABLE ELECTRIC  
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ICE CRUSHER



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I'd like to be a celebrated Santa. Rush me your special Gift Catalog.

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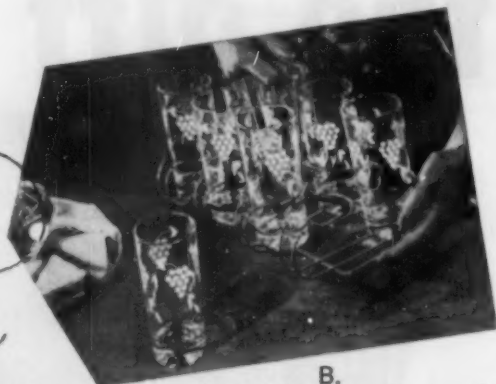
SEPTEMBER 10, 1960

# this Christmas give glassware

Remember your customers, employees and friends this Christmas with these unusual, distinctive gifts—beautiful sets of hand-cut glassware—not available in retail stores.



A. "Five O'Clock"



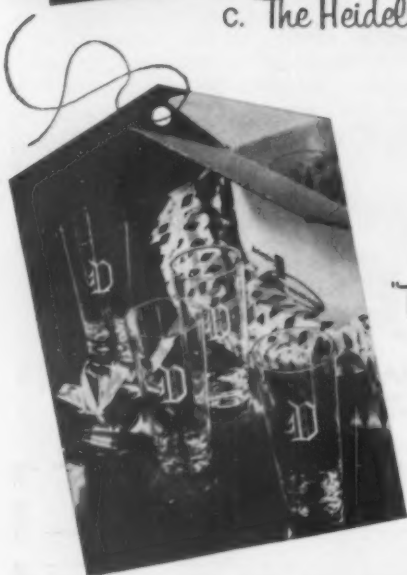
B.  
"The Hostess Server"



C. "The Heidelberg"



D.  
"Elegance"



E.  
"The Nassau"



F.  
"Holiday Punch Set"

# the perfect business gift

Imagine these sets—many available with personalized monogram—all within a price range of \$2.75 to \$11.00! And famous Anchor Hocking quality too!



G.

"Swedish Modern"



I.

"Party Perfect"



J.

"The Chairman"

H.

"The President"



- A. 7-piece Cocktail Set: Server with ice-tip pouring spout, six roly-poly cocktail glasses. Old English Monogram. (744/16)
- B. 9-piece Serving Set: Brass-finish carrying rack with handle, eight heavy-base twelve-ounce glasses. "Vintage" pattern. (745/210)
- C. 8-piece Goblet Set: Eight hollow-stem goblets. Each goblet holds a full bottle of beer. Old English Monogram. (685/16)
- D. 4-piece Stemmed Jar Set: Two 8½" and two 9½" matching jars with tops. In the romantic "Sparkling Star" cutting. (747/9)
- E. 12-piece Tumbler Set: A full dozen modern, tapered, heavy-base glasses. Personalized with the Old English Monogram. (686/16)
- F. 14-piece Punch Set: 1 bowl, 1 ladle, and twelve punch cups with handles. In the elegant "Royal Fern" cutting. (557/10)
- G. 24-piece Table Service Set: Eight each of the three basic table sizes. In smart, modern styling with delicate "Wheat" cutting. (627/172)
- H. 24-piece Party Set: Eight each in the three most popular bar sizes. Each glass exactly hand-cut in the Old English Monogram. (565/16)
- I. 13-piece Combination Set: 1 large four-quart bowl, 1 dip bowl with brass-finish holder, 1 serving fork, 1 serving spoon, eight individual small bowls. Perfect for chip-and-dip use, for salads and desserts. (748/10)
- J. 34-piece Master Bar Service: Eight tall, tapered highballs, eight tapered cocktails, eight stemmed brandy snifters, two tapered whiskeys, eight tapered old fashioned. In the "Marine Modern" cutting. (687/203)
- K. 34-piece Master Bar Service: NOT ILLUSTRATED. Same composition as Set J, with personalized, hand-cut Old English Monogram. (688/16)

All sets come packed in a white corrugated board gift box inside a sturdy outer shipping carton for safe delivery.

Send for this ILLUSTRATED BOOKLET TODAY!

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Please send me your illustrated booklet with complete information on your hand-cut glassware sets for business gifts.

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SM-9-0





# Gift from the Redman

---

Wild rice grows in only two places on the globe. It has always declined to be tamed, so the supply is rigidly limited. Now, for the first time, hopes are high for a big jump in the crop. This month Indian harvest teams are out on Northland lakes. And that's good news to such diverse tablemates as wilderness camps, suburban patios, ultra-swank restaurants.

---



**T**ANGY is perhaps the word for it. Or nutlike. Haunting flavor, certainly. Or — but why reach for an impossible description?

Admirers of the long, slender, brown grain prefer to reach for second helpings. The helpings may be plain or razzle-dazzle. Versatile wild rice harmonizes in stews, baked dishes, salads, desserts. With crackly roast duck or game it plays a happy belt-stretching symphony.

Antoine's famed New Orleans restaurant features a combination of wild rice, ham, chicken livers, and minced shallot onions.

Clever housewives dredge maple syrup on breakfast bowls of it.

White-capped chefs kiss fingers at a Rock Cornish hen nested on wild rice and mushrooms, with cognac lending a subtle grace note.

Sportsmen add the grains to

fish chowder simmering over the sweet-smelling campfire.

Here's one of life's pleasures that cuts across boundaries. Hardcase Northwoods trappers and city-bound *bon vivants* are united in enthusiasm for the food that nourishes and tickles the palate.

All of us—gourmets, chefs, rich and poor—owe this "good grain" to the Indians. It thrives in their ancient hunting grounds. They introduced it to the first palefaces. They harvest much of today's crop.

Last year's supply was less than a million pounds. Despite that, an eight-ounce package retails for only \$1.79. Precooked, a ten-ounce package is less than \$1.

Marketers confronted with low output and brisk demand would ordinarily call in the Engineering Dept. and direct: "Step up production."

In theory the assignment looks easy. Inventive wizards who have perfected cotton-pickers, wheat combines, and mechanical marvels of a thousand types should have no difficulty with a species of water grass.

Clanking harvesting machines have been made. Every one met with flat failure, and ruined the stands where they were put to work. Wild rice—a child of Nature—has refused to conform.

Efforts to transplant the grain to larger growing areas have also been useless. Seeds shipped to the fertile Nile Valley seemed promising, at first. Plantings in such likely climes as India, Australia, and Austria did no better. Horticulturists at England's Kew Gardens have a reputation for owning green thumbs. Both rank amateurs and experts ended in baffled defeat.



**HEARTY** salad blends wild rice, mustard sauce, tomatoes, cucumbers, and any meat, poultry, or fish. As a background, rice brings out the flavor in other foods—from breakfast to midnight snack.

True rice grows in almost any warm climate and is the staff of life for a third of the globe. *Zizania aquatica*, its distant cousin, flourishes in only two widely separated regions:

Northeastern Asia, and the lake country of Minnesota, Wisconsin, and Canada.

With Asian supplies out of bounds to non-Communists, the Free World must "Buy North American" or forego wild rice. Fortunately, the Indians — 100% Americans — have kept us from hunger.

Right now Chippewa canoes and flat-bottomed boats are gliding through the lakes and marshes. Harvest time is usually from the latter part of August to the end of September. The method hasn't changed since Hiawatha paddled his birchbark canoe.

Maturing stems of wild rice sprout single heads holding 15 to 150 grains each. They grow in water two to four feet deep, not too warm and not stagnant. Heads ripen from the top down, so harvesting begins as the first grains are ready.

Dainty-feeding ducks, moose, deer, blackbirds, and muskrats like wild rice, too. Harvesters must get there first. Sometimes men and animals lose out to flood, fungus, wind, or hail.

Ricing teams are generally a

man and a woman. He stands at one end of the boat and paddles or poles through the dense mass of stems. She sits at the other end and knocks the grains into the boat with thin cedar flails.

Gentleness is a requisite. Ripe grains will fall if jostled by hasty, abrupt movement. For this reason motorboats are not used. They couldn't be throttled down enough. Power boats, though, may tow rice-boats close to the site.

Arrived there, the "knocker" bends a stem over the side with one flail and taps it with the other. Skilled as she is, many grain go into the water and are lost. After gathering a load, the team heads for shore.

Old-timers still cure the moist green rice in the sun; parch it in iron or copper kettles over a slow wood fire. Threshing is in a pit. Dancers, in brand-new moccasins, prance on the grains. Wind blows away the chaff.

The entire process blends work and religious tradition. Before the boats start out, a rite is gravely performed: tobacco is cast on the water.

Dancer-threshers, too, pay tribute to the Great Spirit as they tread the grain. And the first rice is eaten with thanksgiving ceremony.

One watery acre yields 30 to 50 pounds of processed rice. Over a

four-year cycle, two fair and one near-failure follow a real bumper crop. No one knows why, or can do anything about it.

Last year the yield was down, but the supply did not drop in proportion because demand led to the reaping of every possible stand.

Most of it grew in Minnesota. State regulations allow harvesting only by licensed "ricers." On certain Indian reservations harvesting is limited to tribal members and other reservation residents.

Formerly the Wild Rice, Arts and Crafts Corporate Enterprise of the Chippewa Tribe garnered 70% of the crop. In 1940 a majority of the state's 2,389 licensees were Chippewas.

But many whites live on reservations, and a lot of stands are outside reservations. A rising market has caused them to become ricers. Of the present 7,000 licensed harvesters, less than half are Indians.

Once called the "vanishing American," the Redman is increasing in numbers faster than the nation's population as a whole. Now, when he needs it most, this historic source of revenue is slipping away from him.

Can the trend be reversed?

Jeno F. Paulucci, an Italian-American of Duluth, Minn., is making a valiant try. Paulucci's Chun King Corp. has secured



HARVESTING is by canoe only, the traditional Indian method that is now prescribed by state law. Team above is starting for rice stand in Nett Lake, Minn.,

nation's most productive. Pair are members of Chippewa Tribe, which won ownership of best stands after 250-year war with rival Sioux.

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WITH A GIFT THAT SAYS...

*"You are Someone Special!"*



*Give Taylor Champagnes or Wines*

With a gift of Taylor New York State Champagnes or Wines you can step off the beaten path—give something different that tickles the ego of the recipient—and still stay within a modest budget.

Taylor Champagnes and Wines are recognized as the finest of their kind. They will go to your gift list in some of the handsomest gift cartons you've ever seen. Just mail the coupon and we'll send you complete details.

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THE TAYLOR WINE COMPANY, INC.  
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leases on 700,000 acres of Manitoba wilderness where 25 lakes are stocked with rice stands.

Experienced Chippewa ricers are being flown to the remote lakes, the only way to get there. Even as you read this, the planes may be swooping down to unload boats and harvest teams.

At Nett Lake Reservation, Minnesota's most productive stand, Chun King has built a rice-processing plant that Indians are buying with their earnings. Operated by Chippewas, the plant is a far cry from a Detroit production line. For Nett Lake, however, it's a nine-day's wonder.

Revolving metal drums, power hullers, fanning mills, and gravity separators replace dancing on the grain. Faster output clamps down costs, and prices.

Chun King is also experimenting with seeding a dammed-up area elsewhere in Minnesota. If it works, Paulucci hopes for a 25% to 50% boost in production and still lower prices.

The project has brighter prospects for success than previous efforts around the world. Minnesota is one of the two natural habitats of wild rice. Soil, climate, and water agree with it. Only time will tell if the unpredictable grain may at last be domesticated in this way.

Wild rice may have been brought from its Asiatic home by prehistoric man. The break between Asia and Alaska at the Bering Strait is only 45 miles, with islands at midway. Moreover, 20,000 years ago a land bridge provided a dry-shod route for adventurers.

Scientists believe successive waves of migration took place about that time. From Alaska the newcomers spread over North and South America and became the Indian tribes we know today. Rice could have come along in their food bags. In the Great Lakes country the rice found its second home.

On the other hand, conditions similar to Asian might have produced the grain independently here.

All this is conjecture. With no written record, Indian history is vague before Europeans arrived. After white men penetrated the wilderness the story becomes clear.

Pioneering English "long hunt-



CHIPPEWA SQUAW bends ripe heads over canoe with one flail. Other flail taps grain into canoe bottom. Deft and delicate, she still loses about 85% of the crop. Machines have been complete failures.

ers" tasted the "good grain" at teepee cookfires. They dubbed it "wild rice." French missionaries called it "mad oats." Since then it has been named wild oats, water oats, blackbird oats, Indian rice, and squaw rice.

#### Frontier Barter

Fur trappers and traders, both red and white, used it as a medium of barter. It circulated far beyond the growing areas—to Indian villages and frontier cabins. Standard price was a fawnskin of rice (two bushels) for two beaver skins, worth \$4.

In the wilderness it was an ideal food. Cooked and mixed with buffalo fat, it made an easily portable "iron ration." Uncooked, it kept indefinitely on the trail.

Rice was so vital to Indian economy that for 250 years the Sioux and Chippewas fought bitterly for possession of the rice stands. In 1862 the Chippewas finally won. But legal battles continued until 1936.

If folktales have any legal value, Chippewas are the rightful owners of the best stands. Nokomis (grandmother of their tribal hero Hiawatha) cultivated the first rice seeds. Or so Chippewa sagas claim.

Henry Wadsworth Longfellow is a Chippewa partisan in his "Song of Hiawatha." The poem recites how "sumptuous was the feast"

Nokomis made at Hiawatha's wedding to Laughing Water. "Clad in all their richest raiment, the wedding guests assembled." Then:

*First they ate the sturgeon,  
Nahma,  
And the pike, the Maskenozha,  
Caught and cooked by old  
Nokomis;  
Then on pemmican they feasted,  
Pemmican and buffalo marrow,  
Haunch of deer and hump of  
bison,  
Yellow cakes of the Mondamin  
(corn)  
And the wild rice of the river.*

Regardless of the origin of North American wild rice, it fills an honored place on today's menus. As Longfellow phrases it, this old delicacy somehow comes to our new civilization:

*With the odors of the forest,  
With the dew and damp of  
meadows,  
With the curling smoke of  
wigwams . . .  
From the great lakes of the  
Northland.*

Add the fact that wild rice has twice the protein, four times the phosphorus, eight times the thiamine, and 20 times the riboflavin of white rice, and you have an unbeatable combination:

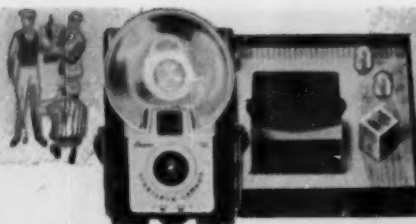
The Redman's "good grain" tastes good; it has a colorful background; and it's good for you.

SALES MANAGEMENT

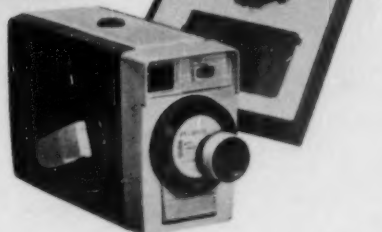




**Contest award!** Popular Brownie Starflash Camera makes a business prize worth vying for. Built-in meter shows lens setting needed for bright, clear snapshots. Camera, less than \$20.00. Outfit, less than \$25.00.



**A welcome gift!** Brownie Starflash Camera makes a thoughtfully impartial gift . . . for staff stenographers, typists, clerks. Takes black-and-white, color prints, color slides. Camera, less than \$10.00. Outfit with camera in choice of colors, less than \$12.00.



**Ideal gift for movie-makers who mean business.** Brownie 8 Movie Camera,  $f/2.7$ , for home and business use. Records convention doings, trips, field work with true Brownie camera ease. Camera, less than \$25.00. Kit, less than \$33.00.



**Automatically yours . . . a happy executive!** Kodak Automatic 35 Camera makes 35mm photography easy. Electric eye sets lens automatically. Fast  $f/2.8$  lens makes pictures sparkle. Price, less than \$90.00.

## Thinking of business gifts?

### EVERYONE WELCOMES A NEW KODAK CAMERA

Everyone appreciates a new Kodak camera. It's a gift twice given—once to your employee, business associate, or customer, and once to his family to enjoy. And there's a Kodak camera to suit every business taste.

When you see the full Kodak line, you'll realize why so many business firms choose Kodak cameras and outfits as business gifts, premiums, sales incentives, and employee awards. It will pay you to include Kodak cameras in your promotional plans. Retail values range from less than \$5 to several hundred dollars.

Prices subject to change without notice.

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

SEEN ON KODAK'S "ED SULLIVAN SHOW" AND "ADVENTURES OF THE NELSON FAMILY"

SEPTEMBER 10, 1960

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Premium Sales Office, Rochester 4, N. Y.

Please send me more details on Kodak cameras and outfits as business gifts, sales incentives, and employee awards.

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**FIRST ON, FIRST OFF**  
**...FIRST CHOICE**  
**NATIONWIDE!**

*AIR EXPRESS goes where the jets go. It has ever since the first commercial jetliner roared skyward. But 600 mph speed is just one more reason progressive businesses hail AIR EXPRESS as America's modern way of doing business; there are others:*

*Like the sure knowledge that AIR EXPRESS gets first priority treatment on all 35 of the nation's scheduled airlines. It's always first on, first off—with new loading systems tailored to the jet age, and kid-glove handling every mile of the way.*



*Other reasons? Dependable overnight delivery to more than 20,000 communities. Prompt pickup and delivery service by the AIR EXPRESS fleet of trucks — many radio-dispatched for maximum speed. Immediate confirmation of delivery, too, via the giant AIR EXPRESS-operated teletype network. And, in some areas, helicopter service links small airfields with major terminals.*

*That's why, more than ever, it pays to think fast, think AIR EXPRESS first. One phone call is all it takes to enlist the skills of thousands of AIR EXPRESS specialists — and speed your product FIRST TO MARKET... FIRST TO SELL!*

**AIR EXPRESS**



CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

SEPTEMBER 10, 1960

# Gift Gallery

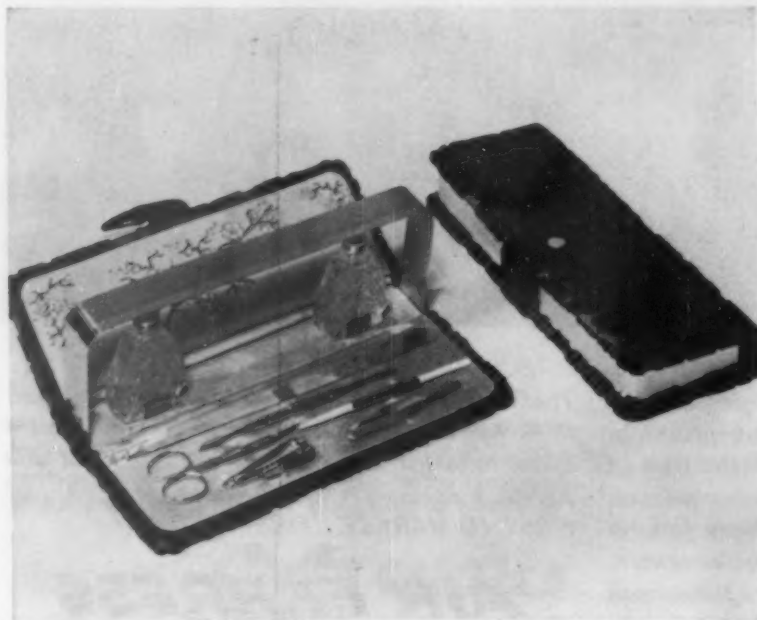
**H**ERE and on following pages are gifts, awards, and incentives for holidays, employee contests, long service, anniversaries, and other occasions. For your convenience, they are grouped by price and purpose.

*Prices are retail for a single item.*

Discounts for larger orders usually apply. Often they are substantial. In a few instances, however, prices are based on certain minimum quantities. These exceptions are noted in the captions.

Suppliers' addresses appear in all captions. To readers of the Business Gift Issue they will provide full information on: quantity discounts, personalizing, special wrapping, deliveries, samples.

Just mention SALES MANAGEMENT when you write, call, or wire them.



GOLD-PLATED manicure implements for the ladies are set off by case of black velvet brocade with turquoise accent. Crystal bottles hold polish. Hand-painted pad. \$17.50. C. J. Bates & Son, Chester, Conn.



REVOLVING skewers grill shish kabobs to tempting tenderness—up to eight at a time. Vertical design prevents grease falling into fire; juices



CARRIER holds two pints of cranberry juice cocktail, cranberry sauce and jelly. Plus four cocktail glasses and International Silver serving ladle. Carrier, of honey-pine, has dozens of uses as tray or carry-all at picnics, on the beach, etc. \$5.98. Ocean Spray Cranberries, Inc., Hanson, Mass.

SALES MANAGEMENT





seep through entire kabob. Drip-shield lifts off for easy cleaning. Any electric outlet. \$29.95. West Bend Aluminum, West Bend, Wis.

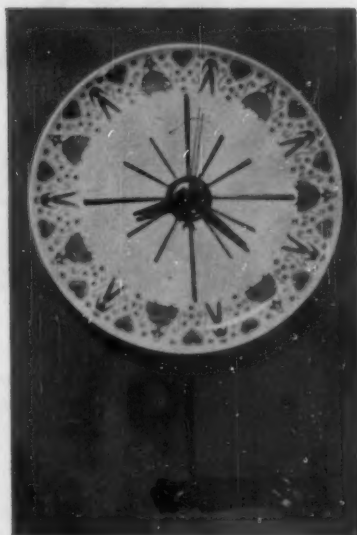


FRAGRANT, freshly picked balsam and white pine with clusters of pine cones and red berries forms Christmas wreath for doors, windows, or walls. About 20" x 6" deep. Shipped in mid-December. \$8.20 e. of Miss.; \$8.70 w. of Miss. Adirondack Store, 104 L. Placid Rd., Saranac Lake, N.Y.



REMOVABLE transparent base of Stylist pen stand will hold colored paper disc, photo, corporate seal, swatch of fabric, or what you will. May be changed in seconds. Used as a gift, it will convey greetings. With black ball-point, cartridge, or lever-fill pen in choice of 32 points. \$4.95. Esterbrook Pen Co., Camden, N. J.

CLOCK DIAL has gay design matching dinnerware. Choice of many designs and colors; 10" diameter; electrically operated. \$9.95 to \$13.95, depending on design. Kenro Corp., Fredonia, Wis.



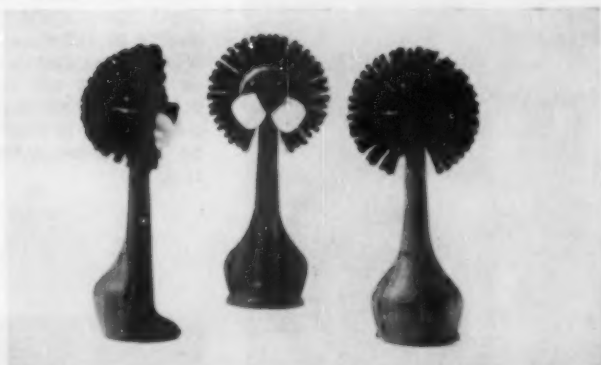
FILTER-TENNA of Zephyr AM radio cuts out static from electrical equipment, and brings in weak, distant stations. Large numerals on tuning dial and pinpoint selection of stations. In charcoal and ivory; blue; tan and beige; silver or gold trim. \$39.95. Zenith Sales Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



▲ **JAUNTY BOY** and dog weathervane is on oil-filled swivel that moves in the slightest breeze. Aluminum, black finish; compass and shaft of wrought iron for attaching to roof with brackets. 27" wide x 34" high. \$24.50. Hagerstrom Metalcraft Studio, Wheeling, Ill.



... THAT'S DIFFERENT



▲ **LION'S MANE** is actually a clothes brush. Both amusing and useful for home, office, travel. Made of long-lasting teak and bristle in Denmark. Gift-wrapped, \$6.75. Bonniers, 605 Madison Ave., New York 22, N. Y.



▲ **\$1 MILLION** check is made out to recipient and signed by donor. Gold lettering permanently fired on white tile. May be dated Dec. 25 or any other day. Check tops a full-year calendar pad that is refillable; mechanical pencil attached. \$10. Lew Magram, Ltd., Dept. SS, 830 Seventh Ave., New York 19, N. Y.

► **REMINDER** of "the good old days," frying-pan clock also is up to date, for it's electric. Of satin black cast iron, white numerals and hands; 8". Accurate, with a year's guarantee. \$9.95. House of Webster, Box N388, Rogers, Ark.



SALES MANAGEMENT

# Great Blades... great Gifts for Great Occasions

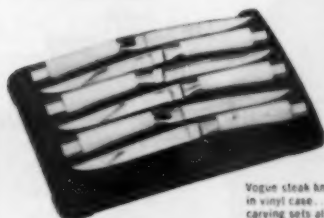
Sword given to John Paul Jones by Louis XVI of France, in special honor



First of a series of authentic historical reproductions: the famous fighting knife of Colonel James Bowie, rawhide mounted on handsome walnut plaque, with rawhide thong. Ideal wall decoration for recreation room, library or den... for use. A great gift at... 19.95



Sword of Miles Standish, military specialist of the Pilgrims, used by him in all his campaigns.



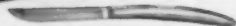
Vogue steak knives, set of six, in vinyl case... 19.50; carving sets also available.



Sword presented to Oliver Cromwell to commemorate his Protectorate



Leisure steak knives, set of six, in vinyl compact... 14.95; carving sets also available.



Sword given to Hernando Cortes, Conqueror of Mexico, to honor of his penetration of the New World.



Leisure stainless tableware, eight 6-piece settings in compact... 75.00; others from place setting at 8.25.

Since the dawn of time, the great blades of history have always been regarded as great gifts for great occasions... from the magic sword given to Perseus by Hermes to the great blade presented to Eisenhower by London, in honor of victory.

Today, great blades by Carvel Hall are the modern equivalents of those blades of special honor. Discriminating givers choose them as great gifts for great occasions.

*All the sign of the Steelsmith  
where craftsmanship means excellence*



Send 25c for booklet, "Great Blades of History", picturing and describing these and other famous gift blades.

CHAS. D. BRIDDELL, INC., Crisfield, Maryland

# Newest idea in business gifts

## lifetime **REVERE WARE**

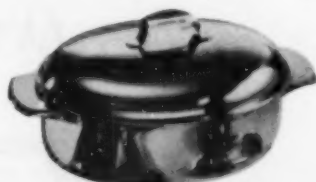
Revere Ware Tea Kettles—  
your choice of whistlers and  
non-whistlers.



Revere Ware Coffee Makers  
—brew the very best.



Revere Ware Open Roasting  
Pan is gleaming stainless steel.



Revere Ware Stainless Steel  
Casseroles are perfect for  
buffets.



Revere Ware Canisters  
available in copper or  
stainless steel.



Revere Ware French Chef Skil-  
lets are prized by good cooks.



Revere Ware Sauce Pans  
and Double Boilers come in  
many sizes.

Beautifully packaged gift sets.



Revere Copper and Brass Incorporated  
Rome Manufacturing Company Division  
P. O. Box 111, Rome, New York

Please send me more information about Revere  
Ware business gifts.

Name.....Title.....

Company.....

Address.....

City.....Zone.....State.....

A lifetime gift of handsome  
copper-clad stainless steel Revere Ware  
constantly recalls the thoughtful company that gave it!

The "woman behind the man" will use it and  
remember the giver gratefully. With happy  
results for you!

Give Revere Ware . . . individually packaged  
utensils, including gleaming new oven-to-table  
casseroles or impressive gift sets. Revere Ware is  
priced for every gift budget. Send coupon for details.



SALES MANAGEMENT





▲ **NOISELESS** plastic skates may be used indoors or out, won't mar floors. Adjustable to fit children of two to six. Ankle strap has an efficient, simple design easy to manipulate. \$2.98. Union Hardware Co., Torrington, Conn.



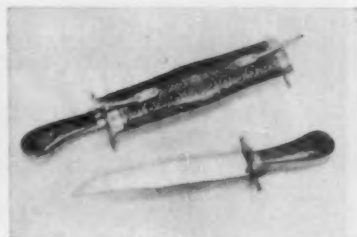
...THAT'S DIFFERENT



▲ **GUESTS MARK** their choice on the Drinking Board. Host knows who ordered "on the rocks," "soda," "Scotch," etc. from then on. Made of plastic, with marking pencil; 12" x 14". Wipes clean for the next party. \$3.95. Lowalt Mfg. Co., Box 1124, Kansas City, Mo.

► **FRESH-PICKED** Hawaiian orchids fly by jet plane to any U. S. destination. Perfect condition guaranteed; they will last several days. A 3"-diameter orchid is 50¢; a 7" corsage is \$2. Gift card included. Orchawaii Sales Div., Orchids of Hawaii, Inc., 305 Seventh Ave., New York 1, N. Y.

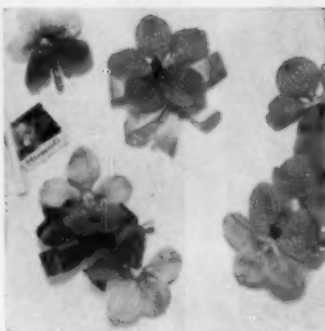
► **PISTOL-HANDLED** carving knife and fork fit into richly decorated brass scabbard. Made in India by professional sword makers. Chromed steel blades. About 18" long. \$9.60. R. Frank Advertising Specialties, Inc., 253 Center St., Williston Park, N. Y.



▲ **PIPING HOT** food at one end of Thermo Tray may be carved on solid walnut and maple board at other end. Electrically heated surface in diamond pattern aluminum. 23" x 12"; carving board is 12" x 8". Entire surface is watertight to hold wet foods, gravy. \$19.95. Cornwall Corp., 48 Wareham St., Boston 18, Mass.



▲ **LEATHER** fireman's hat lifts up to reveal cut glass decanters and four jigger glasses. Brass plaque on walnut base tells history of the fire hat. Size: 15" x 11½" x 12" high. \$100. U. S. Luggage & Leather Products Co., 29 W. 34th St., New York 1, N. Y.



Here is the new  
**PREMIUM  
GIFT**  
with UNIVERSAL  
APPEAL!



List  
\$100

**x-acto®  
PENKnife**

Has the looks and feel of a sleek pen... and the function of a surgically-sharp knife. And when a fresh blade is needed, simply slip a new one in the exclusive blade chuck. The cost? Less than a good Christmas card!

**SEE-THRU CAP** reveals the blade. No mistaking the X-acto knife for anything but a knife. Handsomely made... a credit to any company using it as a premium or gift. Indiv. Boxed.

Shown  
Actual Size

**X-acto, inc.**

48 410 Van Dam St., Long Island City 1, N. Y.

Send me quantity prices and samples. ☐

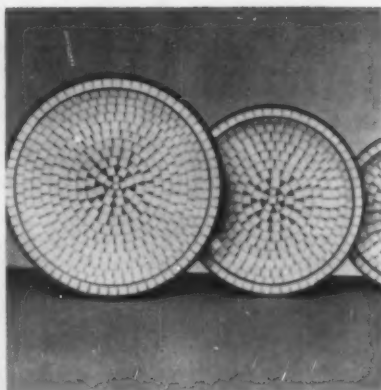
Send me free catalog of premium & gift line. ☐

Name

Address

City  Zone  State

If you wish to make a good impression with secretaries, artists, draftsmen, architects, engineers, printers, coupon clippers, bankers, insurance people, librarians, do-it-yourselfers... give an X-acto Pen-Knife.



◀ **MOSAICS** from Denmark in five sizes have many uses: as serving bowls, ashtrays, nut or candy dishes, etc. Colors are black and white. 5" size is \$1.50; 7½", \$2.50; 11", \$5; 13", \$6.75; 15", \$10. Svend Jensen of Denmark, Inc., 1010 Boston Post Road, Rye, N. Y.

Gift



Gallery

▼ **WIND-UP KEY** goes on small foreign and sports cars, makes them resemble giant toys. Key—strictly for laughs—is flexible plastic, 14" long, 6" high; with large suction cup. \$1. Joseph J. Blake, Blake Bldg., Gilroy, Calif.





Your Key to Better

Buying

882

PAGES



★  
**GIFTS  
PRIZES  
AWARDS**

The 1961 Blue Book is the most extensive, comprehensive and beautiful catalog ever made. The Bennett trademark of traditional quality represents the highest standard in merchandise service, satisfaction, quality, and low prices.

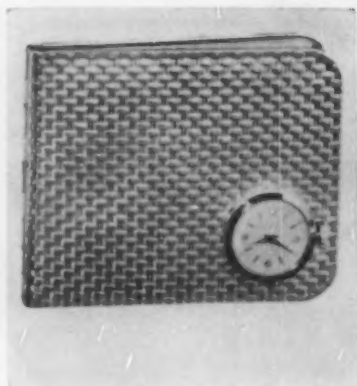
WRITE FOR DETAILS

**BENNETT BROTHERS, INC.**

NATIONWIDE DISTRIBUTORS

20 E. ADAMS ST.  
CHICAGO 3,  
ILLINOIS

435 HUDSON ST.  
NEW YORK 14,  
NEW YORK



◀ GOLDEN wallet money clip is of fine jeweler's bronze. Accurate watch is inset on the cover. Holds a sheaf of bills, weighs less than a leather billfold. Three cover designs: ribbed, basketweave, bark. With watch, \$14.95; without watch, \$3. Swiss Harmony, Inc., 844 W. Adams St., Chicago 7, Ill.

Gift



► LUCKY PIG brush will float in the bath. His white Duraton bristles are long-lasting; plastic body in pink or blue. Imported from England. \$1. Kent of London, 630 Fifth Ave., New York, N. Y.



▲ DAMP CHASER plugs into any outlet, keeps air in a closet warm, dry, fresh, by circulating it 150 times daily. Covered with plastic netting for complete safety; 36" long; 10-ft. cord. Guaranteed five years. \$6.95. Damar's, 798 Damar Bldg., Elizabeth, N. J.

SALES MANAGEMENT



**BENNETT BROTHERS**  
presents the  
*'Choose-Your-Gift' Plan*  
to help you Say  
**"MERRY CHRISTMAS"**  
to  
**BUSINESS ASSOCIATES**  
**CUSTOMERS - EMPLOYEES**

Best and easiest way to send Season's Greetings and a gift of the recipients' own choice. Executives seldom have time to do the shopping required to find suitable gifts for important customers, business associates or other V.I.P.s. It's easy when you use the "Choose-Your-Gift" plan.



A presentation you'll be proud to send. "Choose-Your-Gift" greeting card in full color with space provided for your personal message and signature. When open it illustrates and describes 24 articles of brand merchandise in one price group. There are 8 price groups from which to choose. Each card has its own order form and individual mailing envelope. Folded size of card is 3 3/4" by 8 3/4".



- It's a complete job—  
no fuss—no work—  
no worry—and  
no guessing.

- It's as easy as sending a greeting card.

**HOW IT WORKS**

Order as many cards as you need in one or any combination of prices to fit your requirements.

When they arrive you sign, address and mail them.

The recipient of your greeting card chooses from the 24 attractive items illustrated in full color and enters his or her choice on the pre-addressed Postpaid Gift Certificate order form. This order goes directly to "Choose-Your-Gift" headquarters at Bennett Brothers. We pack, insure, and ship prepaid to the recipient.

*Quality—Lower Prices—Service—Satisfaction*

The "Choose-Your-Gift" plan is backed by Bennett Brothers' sixty years experience in serving the trade of America.



**FILL OUT THE COUPON TODAY AND MAIL TO THE LOCATION YOU DESIRE TO HAVE SERVICE YOUR ACCOUNT.**

**BENNETT BROTHERS, INC.**

"Choose-Your-Gift" Division

**WEST**  
30 East Adams St.  
Chicago 3, Ill.

**EAST**  
435 Hudson St.  
New York 14, N.Y.

Tel. ANdover 3-0566 Tel. WAtkins 4-3200

SEPTEMBER 10, 1960

**REQUEST FOR "CHOOSE-YOUR-GIFT" CARDS**

Firm \_\_\_\_\_ Date \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Kind of Business \_\_\_\_\_

Bank References (If not D&B rated)

► To Bennett Brothers, Inc.

☐ SEND BROCHURE ON "CHOOSE-YOUR-GIFT"® PROGRAM

Include samples of the following series: Specify \_\_\_\_\_



**PURCHASE ORDER:** Please ship and bill the following:

Boxlet	A	B	C	D	E	F	G	H
Price	\$6.25	\$11.25	\$16.50	\$24.50	\$37.50	\$50.00	\$75.00	\$100.00
Quantity								

Buyer's Name \_\_\_\_\_ Telephone \_\_\_\_\_

A Parker is a door opener...all year long



# A Parker Pen makes the Perfect Business Gift



When you give a Parker as a business gift, you can be sure you make the finest impression for your business . . . and for yourself.

And since a fine pen is used and appreciated all year long, your name and selling imprint is constantly in front of your customer.

Here's extra value from Parker. Special gift packaging is also available at no extra cost.

## QUANTITY PRICES AVAILABLE

For the name of your local Parker Franchise Dealer write to Russell Livingston,  
Industrial Sales Manager, The Parker Pen Company,  
Culver City, California



### PARKER 61 CAPILLARY PEN

World's finest writing instrument, the fabulous new kind of pen that fills itself. A business gift of prestige. Choice of five distinctive colors: Rage Red, Vista Blue, Surf Green, Black and Charcoal.

Retail . . . \$15.00 to \$150.

Parker Super "21" Pen . . . Retail \$5.00

Parker "51" Pen . . . Retail \$10.00

### PARKER 45 CARTRIDGE PEN

Newest Parker . . . a cartridge pen with two big exclusives: biggest ink cartridge in the U.S.A.—and the golden stroke of a 14K. Gold point. Lustraloy cap, full selection of barrel colors. Also available in gleaming electroplated gold.

Retail . . . \$5.00 to \$10.00.

### PARKER INTERNATIONAL JOTTER PEN

The aristocrat of ballpoints! Slim, gold finish, precisely balanced. Features the new and exclusive diamond-textured point for smoother "skip-free" writing.

Retail . . . \$8.75.

### PARKER PRINCESS T-BALL JOTTER PEN

Alluring, elegantly designed, completely feminine. With the famous T-Ball point that writes smoothly, instantly.

Retail . . . \$5.00 to \$10.00.

### PARKER PARTNERS SET

Famous Parker T-Ball Jotter Pen specially designed to match a fine Parker mechanical pencil. Choice of black, red, light blue or green barrels. Lustraloy cap.

Retail, set . . . \$3.95.

Parker has the perfect prestige pen  
for every business gift

⊕ The Parker Pen Company—Makers of the world's most wanted pens

⊕ PARKER, JOTTER AND T-BALL ARE REGISTERED TRADEMARKS OF ⊕ THE PARKER PEN COMPANY, COPYRIGHT 1960 BY ⊕ THE PARKER PEN COMPANY, JAMESVILLE, WISCONSIN, U.S.A.

SEPTEMBER 10, 1960

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## Ideal Gift

...SURE TO PLEASE

### CHRISTY

Sliding Blade

#### POCKET KNIFE

☆ Slim, trim and "dressy" — yet amazingly useful. Finest surgical steel chromium plated blade slides in and out of polished stainless steel handle. Instantly opened and closed with one hand; locks at 3 blade lengths and closed. Men (and women) like it, keep it — and remember who gave it to them! Ideal gift or premium for every need.

#### PRICES — with etched blade (see right)

50 to 99 — \$1.35 ea.

100 to 249 — 1.30 ea.

250 to 499 — 1.28 ea.

500 to 999 — 1.26 ea.

With unetched blade use next higher quantity prices. Larger quantity prices on request.



#### GIFT BOXED

(see left) unless otherwise ordered. Also skin packed; on standard

Gift Card; or card of your design.

#### 3 Deluxe Models →

In beautiful rolled gold plate, handsomely gift boxed. Write for prices.



If not available from your Advertising Specialty Jobber, order direct or write us for details.

### THE CHRISTY CO.

Fine Cutting Edges for 4 Generations

960 Dickinson St. Fremont, Ohio

#### FULL DETAILS . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention Sales Management's Business Gift Issue.

Gift



Gallery



▲ RICH brass Declaration of Independence has all copy raised in black. Background is frosted to resemble gold. 14 3/4" x 17 3/4" including black wood frame. Picture-wire hanger on back. \$6.75. L. F. Grammes & Sons, Sales Builder Div., Allentown, Pa.

▼ PAPERWEIGHT wears recipient's initials or donor's message or trade-mark on a copper strap. Shoe is in natural finish, strap is polished. 3 3/4" x 4 1/2". Initialed shoes: \$1.90. Die for special trade-marks, etc. is extra. Horse-shoe Forge, South Essex, Mass.



▲ PLUMP HENS formed of solid crystal stand on an egg-shaped base. 8 1/4" high. \$85 each. They are in the harem of the proudly strutting rooster. He is 10" high, \$100. Steuben Glass, Fifth Ave. & 56th St., New York 22, N. Y.



▲ SLIDE VIEWER gives a 20 1/4-square-inch picture, big enough for a roomful of people to see. It illuminates 2 1/4 x 2 1/4, super, and 35 mm slides, and has a control to compensate for over-and-underexposed slides. Tilts for preferred viewing angle. 110 AC. \$19.95. Optics Corp., Amber & Willard Sts., Philadelphia, Pa.





the amazing new  
**TOUCH N' GO**  
with unique  
**SELF-RETRACTING POINT**

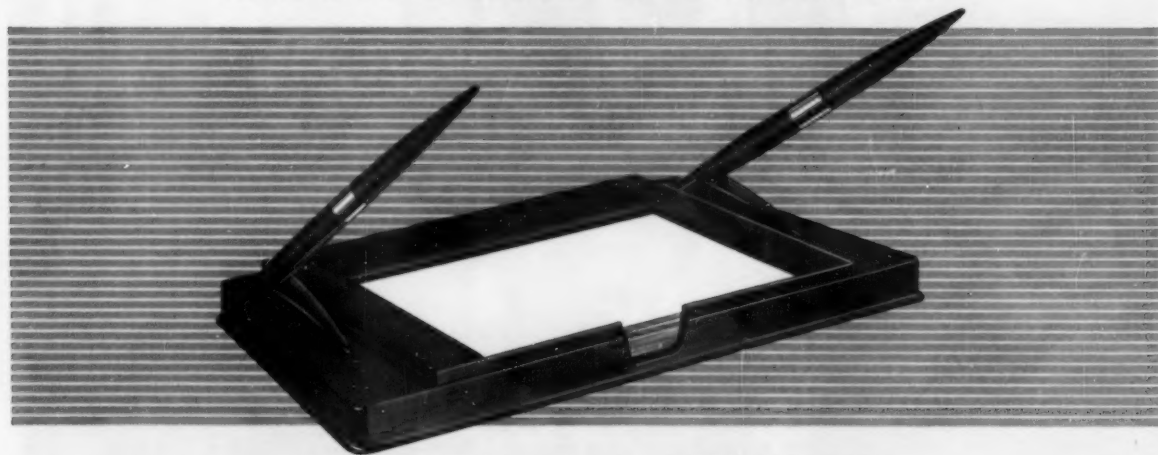
Here is the most significant new pen development in 15 years... the *self-retracting point!*

To write or retract, you simply press the tip of pen to paper... and Go! No more clumsy top plunger or side actions. Touch n' Go brings graceful styling back to pens with a smooth, tapered cap... the "new look" for the Nineteen Sixties. It's the most talked about pen in America today, and the most popular gift in its price range.

**Special introductory price:**  
twelve pens for \$9.00

To order: specify Style #TG-1.  
Quantity prices, with imprinting,  
upon request.  
pat. pending

**FINE-RITER GIFTS OF DISTINCTION**



**put your imprint on the DESK MASTER**

A masterpiece of modern, sculptured design that includes two Fine-Riter desk pens and generous supply of fine finish 3 x 5 memo paper. The black color base is of smooth finish moulded plastic. Each set is imprinted with your copy across the top in gold and is individually packaged in a handsome gift box.

When ordering, specify Style #DM-2.

Quantity prices include gold imprint:

50... 98¢ ea / 100... 85¢ ea / 250... 79¢ ea  
500... 74¢ ea / 1000... 69¢ ea

Sample order (without imprint) - 4 sets for \$6.00

**ALL MERCHANDISE FULLY GUARANTEED. Terms: net 30 days**  
All prices f.o.b. New York

127 Ludlow Street, Yonkers, N. Y. • YO 9-0666  
full catalog available free upon request

To order:  
write or phone  
Custom Gift  
Dept. B



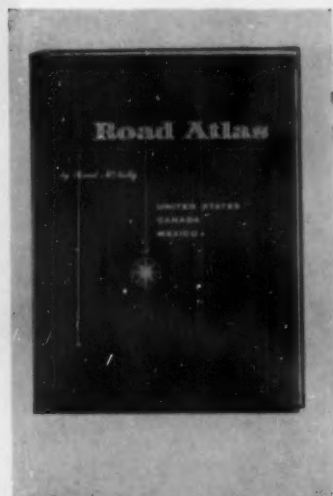
a division of the UNION PENCIL Company, Inc.

# Gift Gallery

... MODEST—up to \$3.00



◀ **HIS & HERS:** A lure for him is one of the famous Dr. Jig fish-catchers. Allure for her, is 2-oz. bottle of cologne. The pair gift-packaged, \$1.50 in quantities of 100. May be imprinted. South Bend Tackle Co., 6720 N. Lincoln Ave., Chicago 45, Ill.



▲ **ROAD ATLAS** contains four-color road maps of the 50 states, Canada, Mexico; 170 city maps; index to 24,000 places with populations. Mileage and driving-time charts, turnpikes and toll roads are also detailed. In simulated leather with gold imprint if desired, \$2.20 to \$3.90. Rand McNally & Co., Box 7600, Chicago 80, Ill.



◀ **CARTRIDGE** pen writes more than 10,000 words on one filling. In wide choice of colors and points. \$1.99 with two ink cartridges; with matching mechanical pencil, \$3.25. Ever-sharp Div., Parker Pen Co., Janesville, Wis.

▶ **PLASTIC** wastebasket may be a container for gifts, or sent alone. Silky-textured finish in 13, 17, and 25-qt. sizes; yellow, turquoise, oyster white, or cordovan colors. \$1.98. Federal Enameling & Stamping Co., Box 626, Pittsburgh 30, Pa.



SALES MANAGEMENT



**GIFTS FOR THE HOME  
HAVE THE**

# Best remembrance value



Consider how long your gift will be remembered when you plan your Christmas list. West Bend gifts go home for the whole family to enjoy. West Bend's nationally advertised housewares, giftware and appliances have prolonged and efficient use. Year 'round, practical, attractive gifts by West Bend convey your warmest wishes and represent the high value you place on important business associations.



#### Ice Butler

Contemporary stainless steel, handsomely styled with wood trimmed handle and cover knob. Holds 4 quarts.

Retail **\$15.95**



#### Automatic 12-30 Cup Party-Perk

For every party and festive occasion, the West Bend Party-Perk serves four guests or a dozen. patents applied for

Retail **\$24.95**

copper color Retail **\$27.95**



#### Buffet Patio Server

American stoneware pot with low heat electric base for simmer serving.

Retail **\$7.50**



## Kabob'n Grill

TRADEMARK

The new vertical outdoor grill by West Bend . . . the most talked-about appliance of the year! Motorized base rotates 8 vertical skewers, each with a different "brand." Cooks food on all sides, no flare-ups.

Retail **\$29.95**



#### Charcoal Bucket

Wonderfully practical as well as a conversation piece. Aluminum with black baked-on enamel finish. Holds 6½ lbs. of charcoal.

Retail **\$4.95**

## ANOTHER WEST BEND FIRST!



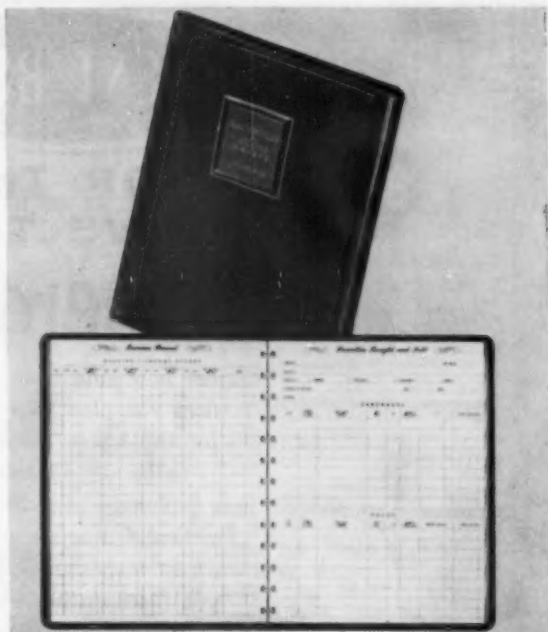
#### GIFT WRAPPING SERVICE

Now available on orders of 50 or more of any one item, at very nominal charge. Your choice of one of three colorful gift wraps and ribbons. Items may be gift wrapped and shipped to one destination, or individually wrapped for mailing. Cards furnished by purchaser inserted at no extra charge. Gifts can be mailed from West Bend if labels are furnished.

**WEST BEND ALUMINUM COMPANY**

DEPT. 249 WEST BEND, WISCONSIN

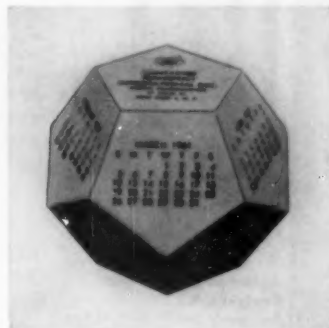
▼ **MATES:** Plaid sports cap comes in sizes 6 $\frac{7}{8}$  to 7 $\frac{3}{4}$ . \$3.95. Matching Argyle socks are shrink-resistant. Sizes: 10 to 13. \$3.50. Solid-color socks are in eight shades; same sizes. \$2. All three are 100% virgin wool. Pendleton Woolen Mills, Portland 4, Ore.



▲ **LARGE AND SMALL** investors will find ample space in the Securities & Income Record. Separate pages (9" x 7") for purchase, sale, return, capital gains or losses, other details. Cover may be imprinted; and advertising pages included. Simulated leather cover in choice of four colors. \$2 each in quantities of 1,000. Nascon Products, 475 Fifth Ave., New York 17, N. Y.



► **12-SIDED** calendar paperweight is of heavy-duty plastic. In red, white, ivory, charcoal, or combinations of those colors. 99¢ each in quantities of 50, which includes imprinting. Tridel Co., Dept. 960SM, 20 W. 21st St., New York, N. Y.



◄ **PIGGY-BACK** military hairbrush carries five grooming aids inside zippered top. Nylon bristles; tan cowhide. May be imprinted on inside. \$2.90 each in lots of 100. Bayes Mfg. Co., 30 Irving Pl., New York 3.

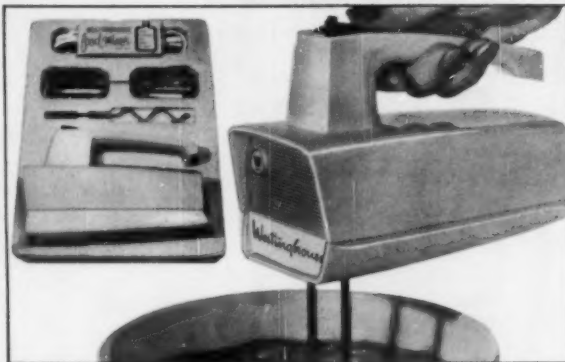


Be remembered ali year 'round with

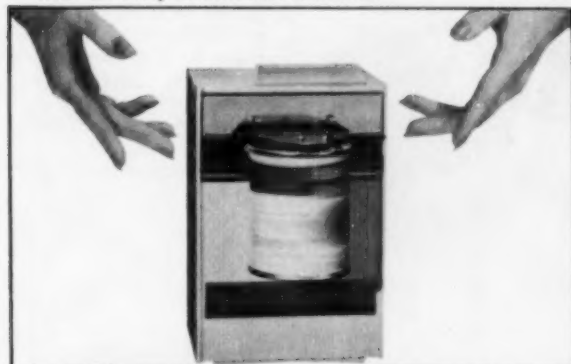
# Gifts of lasting quality by Westinghouse!



**WESTINGHOUSE BUFFET FRY PAN**—Makes all others obsolete . . . easy to use, carry, and store! New twin handles make this beautiful, immersible fry pan perfect for serving right at the table. Versatile cooker—fries, bakes, stews, roasts complete family meals. A truly handsome gift selection—for every modern host or hostess.



**WESTINGHOUSE FOOD MIXER**—Mixes everything with power to spare! Beautiful, practical gift for the kitchen—blends batter, whips cream, mixes even the heaviest doughs with *extra power*. Up-front speed controls, beater ejectors. Comes in new utility tray for easy storage—rests on heel, hangs on wall, too. New drink blender included.



**WESTINGHOUSE ELECTRIC CAN OPENER**—Look—no hands! It's **REALLY** automatic! Slip can into place, push button—and the job's done. Pierces, opens, stops can—automatically in seconds. Lid is held magnetically. Push **STOP** button to release can. Edges are rolled back neatly. Most useful gift because it's the most-used kitchen appliance!



**WESTINGHOUSE SPOUTLESS COFFEE MAKERS**—Make any coffee better coffee. No spout to collect stale oils that spoil flavor—you brew delicious coffee every time. Automatic "mild-to-strong" controls. Up to 8 cups; immersible or standard; also-new 10 and 12 cups, in stainless steel. Perfect gift for any coffee-lover . . . and who isn't?

**free  
new executive  
gift catalog**



To: Business Gift Department, H-50  
Westinghouse Electric Corporation  
Fourth Street, Mansfield, Ohio.

Please send me free copy of the Executive Gift Catalog.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

You can be sure...if it's

**Westinghouse**



## unique mountain products

expertly handmade  
for distinctive giving



### CONE & NUT WREATHS, SWAGS & GARLANDS

Solid with cones, nuts and seed pods . . . for walls, doors and groaning boards for this and many holiday seasons. Wreaths: 10"—\$10, gold brushed \$12, 14"—\$20. 34" swag \$17.50. 34" garland \$17.50. Plus 95¢ postage each.

### ADIRONDACK FIREFORK

For ease and fun of fireplace tending. Stained polished hardwood handle, hand-forged tines. 42" total length. \$6.00 plus 65¢ postage.

For free illustrated  
Catalogue write:  
**ADIRONDACK STORE**  
104 Lake Placid Road  
Saranac Lake, New York

*Adirondack Store*

**What to Give?**

*See special index*

*of Gift Ideas*

*at end of book*



▲ **PERSONAL** clothes brushes have leather-like tops, long-wearing styrene bristles. Models pictured are 7½" rectangular with hanging tab; 10½" oval, tapered handle, hole for hanging; 6½" tapered, leather thong for hanging. \$1.70 and \$1.95. Ox Fibre Brush Co., Frederick, Md.



◀ **BIRTHDAYS**, anniversaries, gifts and cards sent and received are recorded in loose-leaf book so you won't forget. Plus space for 400 names and addresses. Leatherette cover, gold-stamped, in brown, green, white, black. \$3. S. K. Smith Co., 2857 North Western Ave., Chicago 18, Ill.



▲ **KNIFE NEST** protects blade in storage. With knife removed, hard maple nest may be turned over for a handy cutting block. Knife slices fruits, vegetables, opens bottles, punches cans; chrome-plated blade, ivory styrene handle. \$2 in quantity; free imprinting on 500 or more. Camillus Cutlery Co., Camillus, N. Y.

**SALES MANAGEMENT**

A black and white photograph showcasing a wide variety of promotional items available from Kinney Co. The items are scattered across a dark, textured background. Notable objects include:

- Tie Clips:** Several designs, including one with a large star, another with a winged figure, and others with logos like "GM" and "DUPONT".
- Money Clips:** Various styles, some featuring logos like "KINNEY CO." and "ALL WELLS".
- Rings:** A few rings are visible, including one with a large star and another with a winged design.
- Keychains:** Numerous keychains, including one with a large dollar sign, another with a small airplane, and others with logos like "KINNEY CO." and "ALL WELLS".
- Other Items:** A large rectangular clip with a star, a small bottle-shaped clip, a watch-like clip, a small box labeled "TIE CLIPS", and several other miscellaneous items.

The overall theme is promotional merchandise, likely for businesses or organizations looking to advertise through everyday accessories.

AS LOW AS  
TIE CLIPS 15c • MONEY CLIPS 19c  
JR. WINGS 4c • STERLING RINGS \$5.

OUR SPECIAL GIFT TO THE FIRST 5000  
SALES MANAGERS WHO ASK FOR IT.  
A SHARKING SILVER CAR INITIAL KEY  
TAG. SNAPS APART TO SEPARATE  
CAR & PERSONAL KEYS.

123 STEWART ST.  
PROVIDENCE 3, R. I.



## **SWING-A-WAY** AUTOMATIC - ELECTRIC CAN OPENER and KNIFE-SHARPENER

starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. Model 2100 **\*\$24.95**

### **NEW!... SWING-A-WAY** Automatic-Electric Can Opener

All the features of Model 2100, but without knife sharpener. White cabinet with chrome trim. Packed in 3 color gift carton. Model 2200 **\$22.95**

**SWING-A-WAY** MANUFACTURING COMPANY  
ST. LOUIS 16, MISSOURI

IN CANADA: FOX AGENCIES, PORT CREDIT, ONTARIO







▲ THICK cast aluminum assures long wear for Dutch oven. Designed for roasting and baking on top of the stove, and then going right to the table. Capacity: 5 qt. \$2.35. National Aluminum Mfg., Peoria 3, Ill.

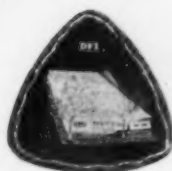
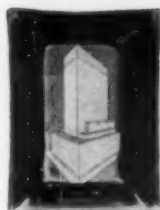


▲ UNBREAKABLE steel case holds 6' or 8' tape measure. Blade, 1/4" wide, is extremely flexible; black on white markings. Fits pocket or purse. \$1.50 and \$1.75. With special nameplates, trade-marks, etc., \$1.18 to \$2.38, depending on colors, quantity. Lufkin Rule Co., Saginaw, Mich.

▼ REPLICAS in miniature of any product or machine are made into tie-pins, money clips, charm bracelets, etc. Fine details are reproduced from photo of the actual item. Gold or silver finish, 40¢ to \$1.75, depending on quantity. Kinney Co., 123 Stewart St., Providence 3, R. I.



# You're in solid, with



**FREE—**  
Glass Calendar  
Tray and  
20-page color  
catalog. Request  
on your  
letterhead.

Here's the big "red apple" that's sure to gain customer favor for your product or service! Attractive, useful, original HOUZE ART Ad-Trays have gift-appeal for the recipient, and they enjoy long life in office or home. Your message, logo or trade mark, in permanent brilliant colors on charcoal tinted, gem-quality bent glass, constantly presells the prospect . . . paves the way for your representative. Choose from a variety of sizes and shapes, suitable for economical mailing, or distribution by salesmen. Consult your Advertising Specialty Counselor, or write:

**HOUZE**

**GLASS CORPORATION**  
POINT MARION, PENNSYLVANIA

**Put Your Name  
In Your Customers' Hands**

A compact 6-blade knife that has 2 cutting blades, corkscrew, screwdriver, bottle opener, etc. Pearlescent handle carries your 4-line sales message.

125.....89¢	576.....88¢
288.....87¢	1152.....85¢

Sample on request

**FREE! 40-Page Catalog**  
listing over 250 proven executive gifts and advertising specialties. Please request on your letterhead.



**6 BLADE  
KNIFE  
89¢**  
in lots  
of 125

**R. Frank Advertising Specialties, Inc.**  
253-5 Center St., Williston Park, N. Y.

# GIVE

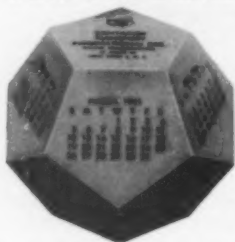


The Calendar Value of the Century!



TRI-LINE

No. 450 Desk-Mate  
12 SIDED CALENDAR-WEIGHT



Made of heavyweight, polished polystyrene •  
3 1/4" x 3 1/4" x 2" • Full years calendar •  
Choice of colors • Individually sleeved with  
story of origin of calendar.

WRITE FOR SAMPLES,  
FURTHER INFORMATION  
and NEW PRICES

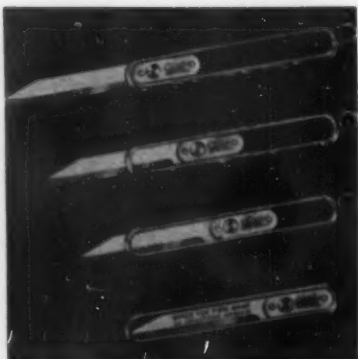
tridel co.

20 West 21st Street  
New York, N. Y.



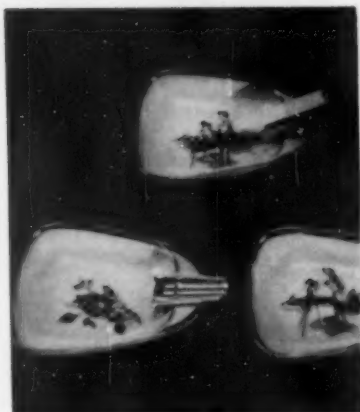
You will  
find it quicker...

by using the special index  
at the end of the book. It  
covers, under the proper  
product classification,  
every item appearing in  
the advertisements and  
the editorial Gift Gallery.

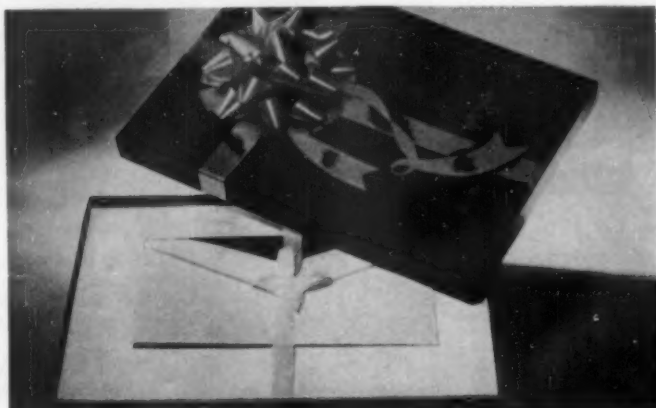


◀ SLIDING blade pocket knife may  
be opened or closed with one hand.  
Locks at any of three blade lengths.  
Frame of stainless steel or gold plate;  
blade is surgical steel. Name or mes-  
sage may be etched on blade. 95¢  
to \$3.50, depending on finish. The  
Christy Co., Fremont, Ohio.

Gift  
Gallery



▲ AUTOMATIC ashtray dumps ciga-  
rette into base when it burns down.  
Of fine porcelain, 3" x 3 1/2"; flower  
design or figure of an artist painting.  
Special designs at slight extra cost.  
\$2.50. Sponholz, 770 Madison Ave.,  
New York 21, N. Y.



▲ IVORY or white stationery is in large "Commander" size for  
personal correspondence. 24 sheets with matching envelopes. Hand-  
somerly gift-boxed, \$2. Montag, Inc., 245 N. Highland Ave., Atlanta  
7, Ga.



▲ **MOST USED** kitchen tools hook on to handy rack. Cheerful red handles; nickel-finished steel. Basting spoon, mixing spoon, fork, large and small spatulas, tea strainers. Gift boxed, \$2.98. Washburn Co., Worcester 8, Mass.



▲ **STRETCH** slippers fit any hosiery sizes 9 to 11. Of 70% stretch nylon, 30% metallic yarn. Folds up for travel; washes easily. In choice of nine colors. \$2. Ripon Knitting Works, Ripon, Wis.

SEPTEMBER 10, 1960

# GREAT

## GIFT IDEA!



## Pendleton® Robe-in-a-Bag

*A gift of family fun... a quality gift... a unique gift*

This is a *useful luxury*. The Pendleton Robe-in-a-Bag is ideal for corporate or personal gifts, for men or women, for all ages. Throughout its long life it will be a reminder of your thoughtfulness. Of pure virgin wool, this 52" x 70" robe comes in authentic tartans or bright plaids, all of famous Pendleton quality. Its zippered plastic carrier, when inflated, becomes a comfortable cushion to add to the enjoyment of sports, travelling, camping, boating, picnicking. Full details and colors on request.

**HIGHLANDS** (Assorted Plaids) \$13.95, including case—  
**CLANS** (Scotch Tartans) \$17.95, including case.

PENDLETON WOOLLEN MILLS / Portland 1, Oregon



## For Golfers: a lower score this Christmas



Swing Rite teaches you to hit for maximum distance—without leaving your home; lets you "groove" any stroke down to 30 yard approaches. Swing Rite has the grip and feel of a regular club, but ends in a sleek steel head and sliding ring. Swung with correct power and timing, a hidden spring

releases the ring with a gratifying "CLICK" to tell you your swing is right. The head's adjustable to your strength. \$24.95. Write Swing Rite, Dept. F, 140 East 40 St., N. Y.

## SWING RITE

**DIRECT FROM  
SUN-DRENCHED  
GROVES TO  
YOUR CUSTOMER  
LIST-**



Make your holiday gift selection now, and pay only after proof of delivery. We ship directly to your mailing list, enclosing your card in each shipment, to arrive on date specified.

**GUARANTEED DELIVERY**

All shipments are guaranteed to arrive in perfect condition. Any spoiled or damaged fruit is immediately replaced.

**TREE RIPENED FRUIT**

All fruit is permitted to ripen fully on the trees, allowing it to reach its juiciest, tastiest perfection.

**SHIPPED FROM THE GROVE**

Shipments are made as the fruit is picked; no lay-over in warehouses.

**ALL SIZES AND PRICES**

Make your selection to fit your need; complete range available.

Write today for your copy of the completely illustrated catalog.

**palm view  
groves  
AND GIFT SHOP**



P.O. Box 547  
North Tamiami Trail - Palmetto, Florida

**FULL DETAILS . . .**

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention Sales Management's Business Gift Issue.

## Small Gifts Can Create Big Results in Morale

**Recognition of outstanding employee performance will help them, and the company. For an ounce of personal relations is worth a ton of personnel gimmicks.**

By LAWRENCE M. HUGHES

Senior Editor

**T**HIS is a suggestion that you strive to make your business—whatever its size and scope and complexity—once again a “family affair.” A bit of giving to employees can still gain a lot.

Probably your firm was launched by a man with an idea and more daring than dollars. A small group of individuals helped him to make the product and find markets for it. These individuals had not yet degenerated into “Labor.”

Today, your giant General Gimlet & Gimmick Corp. either has labor troubles or the constant threat of them.

Management's greatest weakness is probably its inability to stimulate, to guide, or even to “reach” all of these individuals. Every man and woman in the outfit thinks of himself or herself as a *person*. Each would like to think that he *counted*.

In the family-size company, the founder-president would go through the plant to ask Joe about the twins, or to listen (with interest and understanding) to an idea from Pete on improving milling operations. When Harry brought in a complaint from that tough Kansas City customer, the president

was still on familiar ground. He knew both Harry and the K.C. c. Joe, Pete, and Harry were not merely numbers on a pay roll.

On special and even non-special occasions, the president “recognized” them and their families with tokens of his regard.

But personal relations have now been replaced by personnel relations. The president may not have even seen all the new plants, let alone all the new people.

GG&G has a whole staff of personnel experts. They get out a company publication. In the Anaheim, Anniston, and Ashtabula plants they stage Christmas parties and summer picnics. They give sage advice on organizing GG&G bowling and softball leagues.

But such “morale-building” has less to do with on-the-job development. That is left to employee suggestion systems (in which only some 1% of the hired hands ever seem to take part) and to straw bosses, whose inertia and actual distaste for this part of their job hardly fires anyone's zeal.

“Loyalty” is recognized more for a sort of silent staying power than for a man's active efforts for GG&G.

SALES MANAGEMENT





**STOP!...**

LOOKING FOR THE NEW AND UNUSUAL?  
Here is the perfect Sales Promotion Item

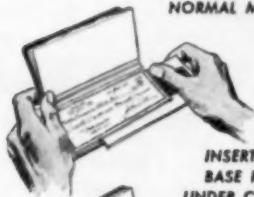
*the Registrar*

COMBINATION CHECK PROTECTOR and BALL POINT PEN

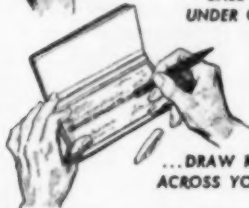
**PROTECTS YOUR Business or Personal Checks**



WRITE CHECK IN  
NORMAL MANNER...



INSERT THE  
BASE PLATE  
UNDER CHECK...



...DRAW ROLOTRAC™  
ACROSS YOUR CHECK

so easy to use... NOW it is possible for every business man, professional man, and every wage earner to safeguard their payroll, business checks and monthly miscellaneous personal and home bills. "The Registrar"—COMBINATION CHECK PROTECTOR AND BALL POINT PEN—features an exclusive new roller with RoloTrac action, which thoroughly and evenly perforates the check area where the sum amount is written. Your signature, the date and to whom the check is payable can also be made TAMPER-PROOF, unlike the costly standard check protectors and check writers.

The Registrar COMBINATION CHECK PROTECTOR AND BALL POINT PEN will last for 5 years of normal check writing. The Ball Point writes silky smooth... with no skipping! The ink is smear proof, non-fading, transfer proof and instant drying.

The Ball Point Pen and Check Protector has an ebony anodized aluminum body with a gold cap and clip. The Base Plate is made of light weight ivory colored plastic.

No. CP-100 **\$398** INCL. GIFT BOX

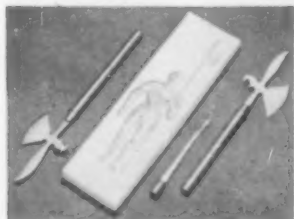
If you qualify, **WRITE TODAY** for complete details on how you or your organization can gain new profits by selling "the Registrar"

**WRITE TODAY** for your illustrated and descriptive literature and the name of your local Distributor.

MANUFACTURED BY  
**HAMILTON-PAX, INC.**  
3745 N. KEDZIE AVE., CHICAGO 18, ILLINOIS

## Gifts That Get a Warm Welcome

**EXTREMELY PRACTICAL • BEAUTIFULLY STYLED—They do a priceless public relations job for you by making your Name and Gift-Judgment a conversation topic long after you give them.**



**FOR THE DESK, DEN OR BAR.** The eye-catching Alabard has a score of practical uses. A 14-inch reproduction of a 15th Century knight's halberd, it's a knife, bottle-opener, ice-chopper all in one—with a combination fork and stirrer concealed in the handle. Blade and fork of stainless steel, satin-polished; handle of nickel-chrome plated steel.

Has many built-in appeals that insure long service as paperweight, wall decoration, bar accessory.

In distinctive decorated gift box with literature describing historic background and modern-day uses.

Price \$4.95

**CAPRI PARTY BLOCK.** A captivating combination of elegance and utility. The 4 Danish-styled "Gourmates" fit into slots in underside of 10" by 5" block of solid Teakwood from Thailand, all held firmly by topgrain leather strap. When "Gourmates" are removed for use, block is turned to reveal 4" underglazed tile with beautiful game bird motif—perfect cutting and serving board for cold cuts, cheese, fruit, rolls, etc. Custom design tiles available.

Price \$10.95



All Prices Retail—Write for Quantity Discounts and Catalog of Different Business Gifts

**A. JOMPOLE CO.**

391 EIGHTH AVENUE, NEW YORK 1, N.Y.

**YOUR CHRISTMAS GIVING IS "WARMER" ... WITH**

**Weber**

**Go-Koolers**

No. GK26 26-qt. capacity  
weights only 46 oz.

**many styles  
to choose from**  
retail prices \$1.00 to \$7.00!

See the whole  
Go-Kooler line ...  
write today for FREE Catalog No. P61.

There's something for everyone in the Weber Go-Kooler line ... several sizes of picnic coolers, ice buckets, minnow buckets, beach bags, decorative planters, utility containers of many uses. Molded of expandable polystyrene ... the sensational high-insulation plastic that's featherweight, yet rugged and durable ... Weber Go-Kooler items may be the answer to your search for gifts that are different, distinctive — yet practical.

WEBER PLASTICS, INC., Stevens Point 1, Wisconsin

### SAMPLE OFFER



\$1.00 value  
only 50¢!

2-qt. capacity cooler  
with braided cord  
handle —  
demonstrates the  
quality of entire  
Weber Go-Kooler line.  
Send 50¢ with  
your letterhead.

Yet if GG&G has 5,000 employees, all 5,000 of them would benefit (and so would GG&G) from incentives and deserved rewards.

Over the years, Joe has had pay raises and promotions. But he has undoubtedly longed for the old days when the president asked his advice about a *mutual* problem, inquired about the twins ... and sent the Joes a turkey for Christmas.

### Too Big for Gifts

It seems that GG&G has grown too big for holiday packages and birthday remembrances. And nobody in the company (except the Comptroller's Office for tax-withholding purposes) knows if anyone has twins or any other form of progeny.

When Joe does something beyond the call of duty, only his immediate boss and group know of it. To rate higher attention, he must commit a good-sized blooper.

In the long run, no company will be any bigger or better than the collective abilities and *urges* of its people.

Neither will the nation.

Management's ability to instill incentives in employees, through recognition and rewards, may make a lot of difference in America's standing and stature.

Despite our expansion through nearly 200 years, despite our wealth and facilities and "living standards," we face the fact that workers of other countries are expanding their economies faster. Also, in many instances, they are building better products.

This year our Gross National Product has topped a half trillion dollars. Such a figure—\$503 billions—is as stupendous as it is startling.

Yet in actual physical volume, the rate of growth of the six countries in the European Common Market outstrips our own. So does the rate of the European Outer Seven. So does that of Japan, Australia, and other countries in the still-free part of the world.

And, of far greater concern, so does the growth of Russia, China, and some of their satellites.

The Reds have learned to recognize *individuals*. If Ivan Popofski sets a record for riveting at Dnie-

SALES MANAGEMENT

# THE GIFT THAT KEEPS ON "LIVING"

**Phono  
TRIX**  
ALL TRANSISTOR, BATTERY-OPERATED  
**PORTABLE  
TAPE RECORDER**

MARK III  
**\$99<sup>95</sup>**

complete with  
luxurious  
scotch-grain  
leather case,  
microphone,  
built-in speaker,  
3" reel of tape  
and take-up  
reel.



**PORTABLE AS A CAMERA. OPERATES ON 4 FLASHLIGHT BATTERIES.**

• Weighs just 5 pounds • Measures 9" x 5" x 4 1/4" • Records 50 hours on 4 regular flashlight batteries • Gives up to 90 minutes of play on standard 3" reels of tape.

Here's the gift that brings memories back ALIVE. The Phono-Trix battery-operated portable tape recorder captures sounds *everywhere*...plays back *anywhere*. Handsomely encased, durably built for years and years of sheer fun and pleasure. Doubles as a magnificent business tool for recording notes, meetings, reports, etc. Makes the perfect gift for those extra-special people. How about giving yourself a Phono-Trix too?

**OTHER MODELS COMPLETE FROM \$79.95 TO \$149.95 LIST.  
DOZENS OF FASCINATING AND USEFUL ACCESSORIES AVAILABLE.**



**MATTHEW STUART & CO., INC.**

156 Fifth Avenue, New York 10, N. Y.

Matthew Stuart & Co., Inc.  
156 Fifth Ave., New York 10, N. Y.

Gentlemen:

I am interested in giving Phono-Trix tape recorders as a business gift. Please send complete information.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Your Name \_\_\_\_\_

Title \_\_\_\_\_

STRIKING NEW GIFT IDEA!



## LADYfingers® toolcompact

LADYfingers Tool Compact, the glamour tool kit designed especially for women, is 1960's most important prestige gift idea! So new it won't be available for broad retail distribution till next year...so unique and exciting it was bought on sight by select gift and department stores in major markets across the country!

Entirely new in concept, LADYfingers' tools are flawlessly fashioned with the clean, sculptured lines of fine Scandinavian flatware. So elegant they'll be displayed on the wall like prized kitchen utensils...so handy they'll be used every day for a thousand-and-one jobs around the home.

**QUALITY THAT WILL EARN "THANK YOU'S" FOR YEARS!** LADYfingers' tools are of the highest quality and will remain on show for years as a reminder of your generosity. All major pieces are of fine tool steel; the Glamour Hammer is of professional grade chrome vanadium steel. All are chromium plated with jet-black handles. The "compact" is of high-impact molded plastic with a transparent "show-off" cover.

**NATIONALLY ADVERTISED—NATIONALLY ACCEPTED:** Backed by powerful national advertising and editorial support, LADYfingers will have instantaneous recognition and acceptance. Desire to own is being whetted by ads in *House Beautiful*, *House & Garden*, *Esquire* and *The New York Times Magazine* PLUS editorial features in these and other leading publications. You'll also see LADYfingers featured in the Christmas catalogs of many of the finest stores.

**PRICED RIGHT FOR VOLUME GIVING:** LADYfingers Tool Compact will retail nationally at \$19.95. For special discounts on quantity orders, write on your company letterhead.

**ORDER NOW...BE SURE OF CHRISTMAS DELIVERY:** All signs point to a complete sell-out of our maximum pre-Christmas production. Heed our warning. Order now!

**LADYfingers Tool Compact:** Glamour Hammer, standard and Phillips screw drivers, pliers,awl and tape measure mounted on a display panel plus 9 most commonly used hardware items in convenient tilt-out trays. Compacts in Carib Coral, Sahara Sand, Citron Yellow or Black. Distinctively gift boxed.

Send inquiries to Dept. 7

**WILLIAM THOMAS & SONS, INC. • RIDGEFIELD, NEW JERSEY**

provstock, not only his own but the higher management at Moscow sees that he is acclaimed a "Hero of the Working Class." Ivan gets a four-room apartment just for himself, the wife, and the 10 kids. They go to the Crimea for a week end of no-riveting. Perhaps a free case of vodka is included.

### Pride of Craftsmanship

More important than the quantity of other countries' production is the rising quality.

Recently I talked with chief executives of the four largest U.S. auto manufacturers. One boasted of starting a "pride of craftsmanship" program. His major rival said: "We have worked for pride of craftsmanship for two years." A third pointed out that this was becoming a matter of concern to his company, too.

To each I replied: "Your company has been making cars for x years (35 to 57). What kind of craftsmanship did you have before?"

The fourth motor maker talked of his company's careful and thorough product-inspecting and -testing. When pressed, he admitted that his cars could not meet the exacting standards of a French company I mentioned.

The biggest of the four said he hoped to make his cars as simple and solid and foolproof as did European manufacturers.

Morale may be another way of saying pride.

Under real leadership, men don't have to be bribed into doing a good job. But recognition—especially tangible—can help them to do an even better job.

The unions, obviously, must take some of the blame for our national lag. Slowdowns, featherbedding, and made-work hardly bring out the best in people.

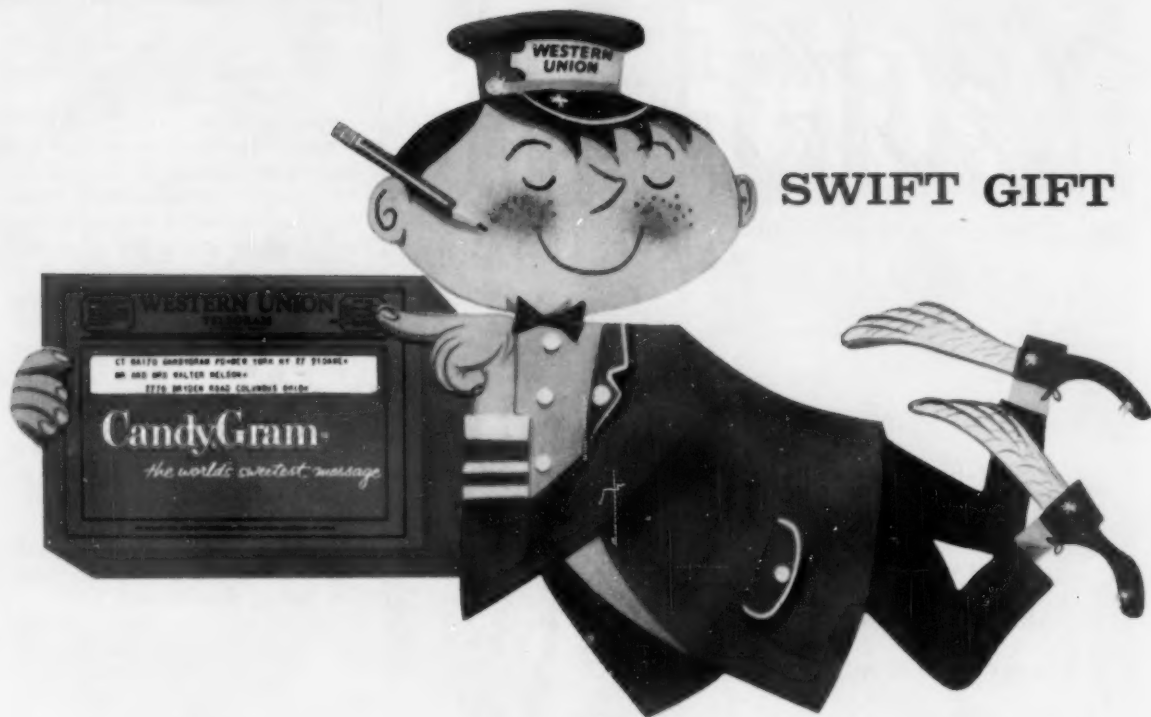
On the other side are automation, data-processing, and the many super-robots which are replacing a very fallible (and wonderful) creature called Man.

Such devices have shouldered plenty of functions. But, at last count, some 66 million men and women are still "gainfully employed."

How "gainful" they can be de-

**SALES MANAGEMENT**





**SWIFT GIFT**

## **ONE CALL TO WESTERN UNION OPENS FREEZERS ACROSS THE U.S.A. AND WARM-HEARTED CANDYGRAMS ARE ON THEIR WAY!**

This Christmas, you can combine the sentiment of a sweet with the swiftness of a wire—through the magic of a CandyGram!

A CandyGram is your personal telegram on the cover of a handsome gift box of hand-dipped chocolates... delivered by Western Union anywhere in the U. S. The candy is as fine as any you've tasted. Comes from freezers right in Western Union offices, where it's kept uniformly fresh and delicious.

A CandyGram saves time and shrinks distance. Gives your customers and business associates a surprise they can take home and share with their families.

All you do is call Western Union, give them your message and list of names and addresses—and charge it. The price is just \$2.95 for regular size, \$5 for large size, plus cost of telegram. Quantity discounts are available.

If you would like a representative to call on you, send a collect telegram to Western Union's Special Services Division, 60 Hudson Street, New York 13, N.Y.

Put wings on your Christmas wishes—send CandyGrams!



**CandyGram<sup>®</sup>**  
the world's sweetest message

CANDYGRAM, INC., 611 N. SACRAMENTO BLVD., CHICAGO 12.

SEPTEMBER 10, 1960

## GARCIA Y VEGA CIGARS

*A Gift Always  
in Good Taste*

You give with confidence  
when you give Garcia y  
Vega *all* Havana cigars.

Attractively gift-wrapped  
boxes of 25 or 50 from  
\$3.00 to \$17.50. Choose  
from a variety of sizes and  
shapes at better cigar coun-  
ters everywhere.



*Shown above — Actual size  
Napoleons 26¢ each. Other  
sizes from 10¢ to \$1.00, ex-  
clusive of State and Local  
taxes.*



*Garcia y Vega*  
1882

**THE BONDED HAVANA CIGAR**

*Connoisseurs' Choice Since 1882*

MADE IN TAMPA

SALES OFFICES: 570 SEVENTH AVENUE, NEW YORK 18, N. Y.

depends on their employers — and themselves.

How much hope and help do their managers now offer them? How much incentive and inspiration?

Conversely, how many of the 66 million already have been "written off" by their managers?

Some will be saved, naturally. When I asked the presidents of two large corporations if they knew who might be tomorrow's "comers," they opened a bottom drawer and brought out a file of a half dozen names.

One of these companies employs more than 250,000 people. Aren't they worth saving — and developing — too?

At another vast company I looked at the symbols beside the names of 1,000 men. Next to a few of the names are tiny green flags. Those chosen-and-anointed juniors doubtless will get somewhere.

Beside other names — still a minority — are red flags, denoting that they are on the way out.

But most of the names bear a yellow flag. They will stay, though they will grow little if at all, until they get an inscribed watch "for long and loyal service."

I look at the long white sheets dotted with flags, and I wonder how much bigger and better this company might be . . . if management tried to *understand*.

I'm willing to wager that nearly all of these men would earn green flags . . . if management could learn to recognize and stimulate them.

A friendly word at the right time; a small memento when a job is well done; an interest in a man's ideas can make a tremendous difference in his 9:00-to-5:00 performance.

Only when managers can manifest real and continuing concern for each of their people will they become *leaders*.

Only then will America start to regain the ground we are losing.

*For Home or Office... Business Gifts*

by **THERMOS**

*Keep Giving Pleasure the Year Round*



Because they are a constant source of ready refreshment, gifts by THERMOS are appreciated time and again. And, because of their exclusive quality features, gifts by THERMOS can be counted on for longer, better service. Prices available on request.

**THERMOS® PITCHER SETS**

Vacuum insulated to hold temperature throughout day or night. In colors or gleaming chrome.



**THERMOS® OUTING KITS**  
Contain two quart vacuum bottles with new **STRONGLAS T.M.** break-resistant fillers and two handy sandwich boxes.



**THERMOS® ICE PRESERVERS**  
A glamorous gift available in a wide variety of styles and price ranges both Fiberglass® and vacuum insulated.



**THERMOS® OVAL COOLERS**  
A handy gift for every home. Exclusive oval shape for carrying ease. Big four gallon capacity with food tray optional.



**THERMOS® PICNIC JUGS AND ICE CHESTS**  
Rugged steel construction with extra-thick Fiberglass insulation for long, efficient service.



**THERMOS® COFFEE SERVERS**  
Vacuum insulated in handsomely styled chrome or Fiberglass insulated in colorful two-tone plastic.

**THE AMERICAN THERMOS PRODUCTS COMPANY, NORWICH, CONNECTICUT**

Plants in Anaheim, California and Macomb, Illinois  
Canadian Thermos Products, Ltd., Toronto • Thermos, Ltd., London

**THE SPOTLIGHT OF LEADERSHIP IS ON PRODUCTS BY**

**THERMOS.**

# Gift Gallery

... MODERATE \$3-\$10



▲ SOLID CHERRYWOOD mill grinds pepper fresh at the table, as gourmets prefer. Salt shaker will not clog in damp weather. Ornamental brass trim; hand-made to last a lifetime; 11" tall. \$5. Design for Giving, 5927 Euclid Ave., Cleveland 3, Ohio.

◀ FESTIVE BUCKET holds a fifth of champagne, all ready for the ice. Or two fifths nestle in a sturdy wooden caissette. Vintage is Bollinger Brut (very dry) 1953. About \$8.80 a bottle; no charge for bucket or caissette. Bollinger is imported by Julius Wile Sons & Co., 2 Park Ave., New York 16, N. Y.



▲ ZIPPERED KANGAROO pocket plus two inside pockets will take care of shaving equipment and other toiletries on a long journey. Of durable cowhide, \$4.50. With a pair of leather slippers in kangaroo pocket. \$8.75. Daniel Hays Co., Inc., Gloversville, N. Y.



▲ SIX ASHTRAYS of crystal fit into satin-finish walnut carrier. Each 3½" square tray may be decorated with initial in 22-K. gold and black. Suitable for conference table or the home. In gift container, \$6.50. A. Jompole Co., 391 Eighth Ave., New York 1, N. Y.



ZIPPO...THE LIGHTER THAT WORKS



## THE INCREDIBLE STORY OF THE ZIPPO GUARANTEE

and why it benefits your company to give the lighter that works for a lifetime

THE ZIPPO MAN makes every one of his lighters so carefully that he is able to offer you this guarantee: No matter how old it is or what its condition, if a Zippo ever fails to work, *he'll fix it free*. That's the story.

It's important to think about this story if you are buying a quantity of company lighters for advertising purposes, employee incentive programs, or for use as inexpensive good-will gifts.

Zippos *do* cost a little more than a lot

of their imported and domestic imitators. But remember, the impression your lighter creates is all-important.

Before you risk your company's reputation, you should ask yourself these important questions. How long will the lighter work? Is it worthy of bearing your company's name?

If you are interested in buying lighters that will create a good impression for your company not for a week or so, but for a lifetime, simply fill out the coupon.

Zippo Manufacturing Company  
Dept. SM539,  
Bradford, Pa.

Gentlemen: Please furnish us with complete information on how Zippo lighters can be of service to our company.

Name \_\_\_\_\_

Position \_\_\_\_\_

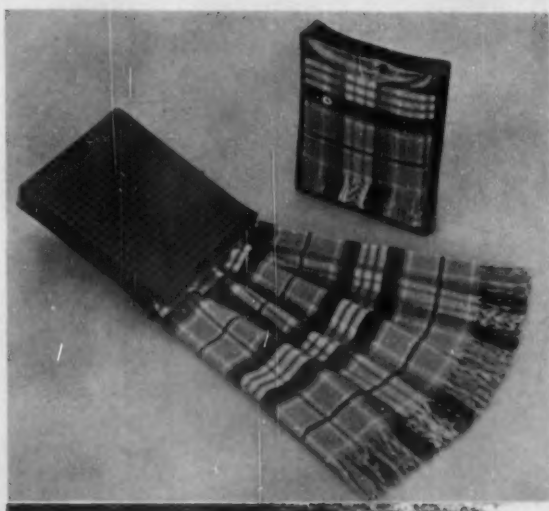
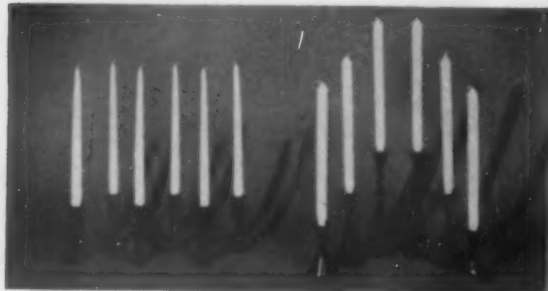
Firm \_\_\_\_\_

Address \_\_\_\_\_

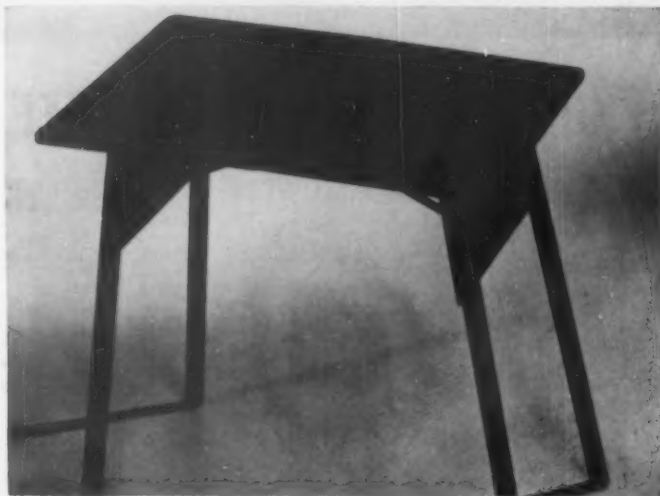
Zippo Manufacturing Company, Bradford, Pa. In Canada: Zippo Manufacturing Company, Canada Ltd., Niagara Falls, Ontario.

► **SNUG, WARM** Zip-A-Robe is of tan plaid Orlon, acetate, and rayon in size 50" x 60". Washable, and mothproof. Zippered carrying case of red and black plastic with see-through panel. \$7.30 each in dozen lots. Troy Blanket Mills, 200 Madison Ave., New York 16, N. Y.

▼ **CANDLESTICKS** are of wild cherry and walnut wood, hand-turned. Joined holders, left, pivot to form many decorative shapes. Set for six candles, \$6.75; for four, \$4.75. Pairs of individual holders, right, are 4½" (\$4.75); 6" (\$5.25); 9" (\$7.25). Natural, clear lacquer finish. Berea College Student Industries, Dept. S, Berea, Ky.



▲ **HORSE'S HEADS** decorate stirring rod and picks for spearing olives, onions, cherries of "After Five" cocktail set. Metal is bright rhodium. Also included are 20-oz. mixing pitcher and two 4½-oz. glasses of clear crystal. Complete set: \$4.95. Hickok Mfg. Co., Rochester 1, N. Y.



▲ **SPACE-SAVING** home or office table is 23½" x 14½", stands 25½" high to fit over lap. Hardwood legs; black, extra-strong Masonite top, gold-striped border. Other colors on quantity orders. Packed four to carton, \$9.95; individually packed, \$10.20. Howe Folding Furniture, Inc., 1 Park Ave., New York 16, N. Y.

▼ **CASSEROLES** are chockful of golden cheddar cheese. They are re-usable as individual serving dishes and for preparing casserole recipes. Of ceramic ware in bright assorted colors; 12 oz. capacity. Set of six, \$8.95. Ye Olde Tavern Cheese Products Co., 3949 W. Lake St., Chicago 24, Ill.





This busy executive has just discovered the ideal answer to Christmas giving problems. It's Select-A-Gift... the prestige gift plan that lets the recipient select his or her own gift from an extensive array of America's most-wanted gift items. (No tiresome shopping!) He's also very impressed with the quality and good taste reflected in the presentation his Select-A-Gift representative is showing him.



His shopping's finished... right at his desk. He's dictated to his secretary a list of the business and personal friends he wants to remember, and the amount he wishes to spend for each (\$2 to \$500). His secretary will now call the Select-A-Gift representative to pick up the list. It has also occurred to this executive that Select-A-Gift would be an ideal answer for his company's next sales incentive contest.

## Everybody's pleased... with Select-A-Gift®



Here's one of the lucky recipients. He and his family have just admired the handsome greeting card, custom-imprinted with the giver's name. Now they're busy looking over the handsome full-color booklet picturing and describing their gift selections, including a wide variety of magazine subscriptions. No prices are mentioned, of course. There is a different booklet for each price category. The recipient indicates his selection on the enclosed return IBM card.

To Select-A-Gift, Dept. 22, 1st Ave., at 13th St.  
Birmingham 3, Ala., FAirfax 3-6331  
Please send me complete information on Select-A-Gift.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



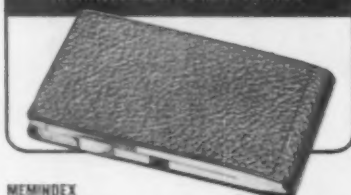
The recipient is delighted with his gift (and its prompt arrival). He's also doubly grateful for the privilege of being allowed to Select-A-Gift that he and his family really wanted and needed. This recipient is so pleased, in fact, that he's decided to contact a Select-A-Gift representative himself. He wants to be sure his gifts will be this welcomed and appreciated from now on.

DEPT. 22  
1st Avenue, N., at 13th St.  
Birmingham 3, Alabama  
Telephone FA 3-6331

## Select-A-Gift®

## GIVE SOMETHING Different!

COMPLETE LINE OF UNIQUE  
REMINDEX GIFT ITEMS



### MEMINDEX

The Automatic Memory. Indexed cards for POCKET CASE also fit DESK FILE of this unique combination. No transcribing. Various finishes including genuine leather. \$8.50 up.



### PLANNING GUIDE

Scientifically planned guide features full page for each day's appointments, plus memo space. Week in sight pages are used to plan for weeks ahead! 6½" x 7½". \$4.45 up.



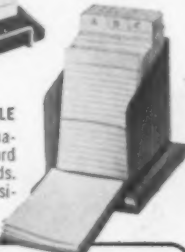
### DAYDEX MEMO CALENDAR

Refillable pages. Plastic arrow shows day's date at a glance. 4½" x 3¼". \$2.50

### MEMOFILE

Compact file holds alphabet cards, 100 record cards, 2 memo pads. Front drops for full visibility. \$4.95 up.

James Reg.



Send Today for  
FREE CATALOG and Substantial Discount List

**MEMINDEX COMPANY, Inc.**

Dept. V-60, 149 Carter Street, Rochester 21, N. Y.

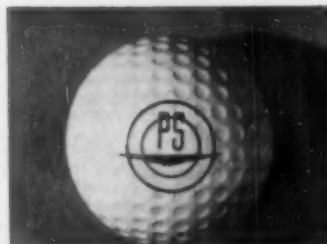
## Employee Incentives?

You'll find plenty of prizes for sales campaigns and other contests in the Gift Gallery. Prices to fit every budget.

This picture parade starts on page 60. Turn to it for fresh ideas all year round.



▲ **WINE VINEGARS** change any salad, simple or special, into the feature of the meal, and spice up quiet foods. These—white and red—are from Bordeaux, France, and the famous Cruse wineries. Four 12½-oz. bottles (two of each type, or four of one). \$4.20. Grand Gourmet Gifts, 108 N. Third St., Louisville 2, Ky.



▲ **YOUR NAME**, company, or trade-mark are imprinted on two sides of this golf ball. Conforms to U.S.G.A. specifications; steel or liquid center. Imprint in green, blue, red, or black. \$8.10 a dozen. Golf Ball Advertising Co., 1528 Walnut St., Philadelphia 2, Pa.

▼ **IRISH LINEN** tablecloth and napkin sets come in many colors including pink, gold, white, green direct from Ireland. Napkins are 16" x 16"; cloths are in four sizes from 52" x 52" to 64" x 104". Prices are \$3.75 for four napkins and cloth, to \$10 for largest cloth and 12 napkins. William Ewart & Son, New York, Ltd., 111 W. 40th St., New York 18.



SALES MANAGEMENT





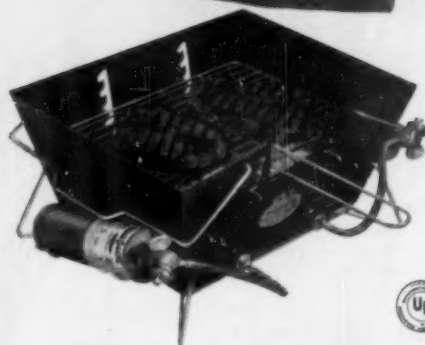
## Let Bernz play Santa for you!

### DECIDEDLY DIFFERENT... PERFECTLY PRACTICAL BERNZ GIFTS... PACKAGED, PACKED AND DELIVERED TO EVERY NAME ON YOUR LIST!

Yes, Bernz solves your whole gift giving problem with gifts for all executive levels... gifts that men like, appreciate and will remember for your originality and thoughtfulness! Best of all you can have Bernz personalized shipping service. We will enclose your own Christmas card... pack and deliver gifts to every name on your list... or work out any special shipping arrangements you wish.

Liberal discounts on all Bernz merchandise can be arranged according to the size of your order. For more information, write now on your letterhead to:

OTTO BERNZ CO., INC., Rochester, N. Y.  
Specialty Products Division

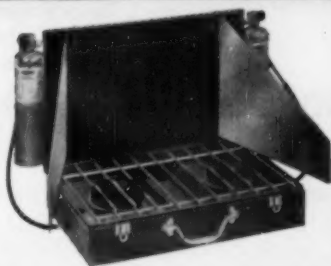


**BERNZ-O-MATIC INDOOR-OUTDOOR CERAMIC GRILL**—The modern way to cook delicious, sizzling, juicy, charcoal-flavored meats in 5-6 minutes—without messy charcoal! Handsomely designed with dull black and brass finish, it's completely portable—can be used on patio, porch or breezeway, or in fireplace or hooded stove—enjoy charcoal-flavored meats all year 'round. Works on safe, clean Bernz-O-Matic Propane Cylinders. A gift appreciated by anybody, anywhere. TX-1700 family size, \$49.75 retail. Liberal discounts apply.

#### BERNZ-O-MATIC COOK STOVES—

The compact, newly designed propane gas stove that makes outdoor living a pleasure! Just open, light a match, turn a valve...

and cook! A perfect gift for the outdoorsman, sailor, cottager or backyard chef. TX-850 double-burner model, \$26.95 retail; TX-550 single-burner model, \$13.95 retail. Liberal discounts apply.



#### BERNZ-O-MATIC DUAL BEAM LANTERN—

For convenience, safety and lighting excellence, this smartly styled lantern has no equal! Works on safe, disposable, replaceable Bernz-O-Matic Propane Gas Cylinders. Dual beam directs light forward and down. Handy anywhere and indispensable in the outdoors. TX-750, \$15.95 retail. Liberal discounts apply.



#### BERNZ-O-MATIC TORCH KITS —TX-25

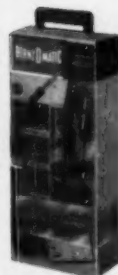
—The handiest tool made! Makes otherwise difficult or impossible jobs a snap.

Torch and all the wanted accessories for doing 101

jobs around the home are contained in a handy enameled-metal carrying kit. Retails for \$9.95. Liberal discounts apply.



**TX-10**—Kit contains torch with pencil flame burner unit and disposable, replaceable Bernz-O-Matic propane fuel cylinder. Retails for \$6.95. Liberal discounts apply.



## A SUPREME GIFT—



### A MERRILL WOOLEN MILLS SHIRT

makes a perfect man's gift. When you give a Merrill virgin wool shirt you give a gift with a long-lasting impression of your thoughtfulness for your business and yourself.

And since a fine wool shirt is used and appreciated on many sports occasions, your name and selling-imprint is constantly in the mind of your customer.

Here's an extra value from Merrill Woolen Mills . . . special gift boxing at no extra cost. We make exchanges if necessary direct from Merrill Woolen Mills. Just mail us the name of a person for whom gift shirt is intended, giving size and color wanted. Merrill Woolen Mills will handle it from there on. Shipments are made anywhere with your name or personal message attached. Fabric swatches and quantity prices available. Write to: Industrial Sales Division, Merrill Woolen Mills, Merrill, Wisconsin.

## What to Give?

See special index  
of Gift Ideas  
at end of book

▼ AROMA, mildness, taste are assured by all-Havana tobacco from famous Pinar del Rio province. Made in bond by craftsmen at the Tampa, Fla., factory in many sizes and shapes. Prices from 10¢ each, for panetelas, to \$1 for Presidents. At better cigar counters; or Garcia y Vega, 570 Seventh Ave., New York.



▲ IF YOU LIKE to lounge, the Kobe coat is lightweight and comfortable. Made in the Orient of silk rayon in maroon, blue, golden brown. One size will fit everyone except midgets. \$10. Penthouse Gallery, 15 W. 55th St., New York 19, N. Y.



▼ GIFT-BOOKARD offers recipient a choice among 24 gifts, which are pictured in color. He notes his selection on a certificate, mails it to Gallery of Gifts. Package is shipped to him prepaid. Donor's name is imprinted on greeting card, and on the package. Printing, handling, postage, etc., are included in \$6.50 price for each gift. Gallery of Gifts, Inc., 80 Park Ave., New York 16, N. Y.





## Personalize your corporate gifts with the STYLIST\*

Personal and practical. High-styled and economical. This is the smart new Stylist Desk Set by Esterbrook. The perfect corporate gift—at Christmastime—anytime.



Its base has interchangeable inserts! Use it to display your company's name, services . . . or insert a picture to show off your product, plant or office. The new Stylist Desk Set is fine for personal messages, too. Choice of cartridge, squeeze-fill, or Ball Point Pen. Just \$4.95 complete.

**Other Esterbrook gift giving recommendations:** The Safari Pen and Pencil Set \$6.95 • The Classic M-2 Pen and Pencil Set \$4.95 • Metal Cap Ball Point Pen \$1.95

# Esterbrook® Pens

© T.M. The Esterbrook Pen Co.

**The Esterbrook Pen Company**  
Camden 1, New Jersey

Please have someone contact me concerning quantity prices on the following items:

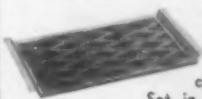
- ☐ The Stylist Desk Set
- ☐ The Safari Pen and Pencil Set
- ☐ The Classic M-2 Pen and Pencil Set
- ☐ Metal Cap Ball Point Pen

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## GIFTS THAT MEET THE CHALLENGE OF ALL YOUR BUSINESS GIFT PROBLEMS



Exquisite Serving Trays with Hand Color Etching on crystal clear glass.

Set in popular brass plated gallery and handles, sturdy and safe, ideal for serving, for cosmetics, or for hanging as a wall decoration.

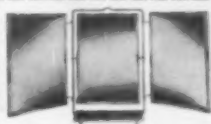
Individually wrapped and boxed, 6 pieces to a master carton . . . 3 sizes from which to choose:

- #388 - 8x15" overall—6 pcs. to carton—12 lbs. —\$1.50 ea.
- #3910 - 10x18" overall—6 pcs. to carton—15 lbs. —2.00 ea.
- #8812 - 12x20" overall—6 pcs. to carton—20 lbs. —2.50 ea.



These smartly styled decorated glass top snack tables are designed for utmost utility and maximum beauty. They blend with any style of home decor . . . perfect for serving inside the house as well as on the lawn, patio or porch. Fold easily for carrying and storage, brass plated ring attached for hanging. Framed in brass plated metal with gold colored folding tripod solid legs.

- #221 —Gold decoration against background of black or white \$2.50 each—6 pieces to shipping carton—wt. 35 lbs.



#754B Triple-View Vanity Mirror with Built-in Glass Shelf

Here is a business gift that's really different. A complete triple view mirror with three equal size panels 12" x 16" Shatter-proofed for Safety. The shelf is 4" x 12" black Carrara-style glass. All completely trimmed in gleaming brass plated metal.

Individually packed in flatter reshipper carton—weight 20 lbs. \$7.20 each.

All quoted prices are wholesale. Write for substantial quantity discounts.

**MECHANICAL MIRROR WORKS, INC.**

661 Edgerimbe Ave., New York 32, N. Y., Dept. 8651

## You will find it quicker . . .

by using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.



▲ TO FIT ALL BUDGETS: Swedish stainless steel gift line contains 11 items, at \$4 to \$30. Included are food-warming tray, brush, condiment set, fish-shaped bottle opener, jigger, gravy or sauce boat and ladle. All are gleaming, durable. Thos. D. Murphy Co., Red Oak, Iowa.



▲ NO BATTERIES are needed for Life Lite flashlight. It is recharged by plugging into any electric outlet or car cigarette lighter. Built-in magnet holds it firmly to metal surfaces; carrying strap; luminous switch; five-year guarantee. Gift packaged: \$9.95. Gulton Industries, Inc., Metuchen, N. J.



▲ PULL-OUT tape measure rule is combined with slim lighter in gift box. Both carry the famous guarantee: "They work—always—or Zippo will fix without charge, ever." May be engraved with company name, trade-mark, etc. \$4.90 in quantities of 100. Zippo Mfg. Co., Industrial Sales Div., Bradford, Pa.





▲ ANY THREE WORDS may be inscribed on personal liquor decanter. White ceramic bottle of classic Greek design; gold lettering; capacity is a full fifth. \$10. Lew Magram, Ltd., Dept. SS, 830 Seventh Ave., New York 19, N. Y.

Gift



Gallery



▲ PERFUME atomizer, purse-size, sprays just the right amount. Snapped shut, it is leakproof and won't evaporate. Of gold-finished metal with enameling in four different designs, \$5.95 to \$7.95; in sterling silver, \$18. D. M. W., Inc., 4117 N. Kilpatrick Ave., Chicago 41, Ill.

SEPTEMBER 10, 1960

AMSTERDAM

SLIM-FLIGHT



Size 21 x 14½ x 3¼

**THE IDEAL BUSINESS GIFT FOR ANYONE WHO TRAVELS BY TRAIN OR PLANE!**

The Slim Flight is beautifully lined. Color is charcoal grey. It's made to take the punishment on trains or cars and can also be carried aboard airliners.

You must be completely satisfied with these bags or you may return them to us without question and owe us nothing.

If you include payment with your order, we will pay all transportation charges.

We would be happy to send you a single sample for your complete inspection and approval. Sample price is \$7.95.



YOUR SLIM-FLIGHT WILL EASILY HOLD THE FOLLOWING:



For a more complete selection of Business Gifts and Advertising Specialties, write for the Amsterdam Catalogue.

AMSTERDAM CO.  
Dept. 9  
AMSTERDAM, N. Y.

MAIL TODAY!

Please send us SLIM FLIGHT BAGS. We have checked quantity below:

50 — \$6.10 each	6 — \$6.80 each
25 — 6.40 "	3 — 6.95 "
12 — 6.55 "	1 — 7.95 (sample)

FIRM

ADDRESS

CITY

STATE

ORDERED BY

AMSTERDAM CO. AMSTERDAM N.Y.  
SERVING AMERICAN BUSINESS NEEDS SINCE 1896

# Ye Olde Tavern CHEDDAR SPREAD



### THE "CHEESE WITH THE SMACK THE OTHERS LACK"

**THE "CHEESE WITH THE SMACK THE OTHERS LACK"**  
Here's choice aged Wisconsin cheddar skillfully blended in the old English tradition to make a wonderful taste-pleasing cheese treat. Select the gift pack to suit your budget from the four shown to remember your friends, customers, employees and associates. All prices include packaging and delivery anywhere in the U.S.A.

**Special Discounts to Company Orders Shipped to Same Point**  
Send for complete details and colorful brochure

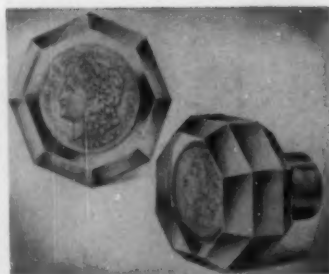
**De Olde Tavern CHEESE PRODUCTS**  
3949 West Lake Street • Chicago 24, Illinois

**Wine Cheddar Cheese** flavors sing with wine added. Here's a special touch to please cheese connoisseurs. 4 nine-ounce glass jars. Postpaid **\$3.75**

**4-in-1 Club Cheddar Cold Pack** All the natural goodness of aged cheddar. A real delight. 36 ounces in 4 jars. Postpaid **\$9.25**



Gift of six gayly colored oven ware casseroles each filled with 12 ounces of nutritious YE OLDE TAVERN Cheddar. Postpaid \$8.95



▲ **DOOR KNOB** has real silver dollar embedded in crystal-clear plastic. Screws onto any door in a few seconds. Elegant and durable. \$8.95. The Peddler's Cart, 278 Scott Ave., Winetka, Ill.



▲ **BUSINESS CARD**, signature, or trade-mark is reproduced in miniature on men's jewelry in exact colors. Silver or gold finish. Tie clip: \$4.90; cufflinks: \$7.75; both: \$11.35. Delivery under three weeks. Card-O-Link Co., 109 W. Hubbard St., Chicago 10, Ill.



▲ **COMPOUND LEVERAGE** plier increases strength applied on handle to 10 times at plier jaw. Click-Stop wrench locks jaw opening whenever you stop turning adjusting knurl. Can't slip or creep. Both tools of rugged alloy steel. In vinyl kit with instruction card, \$7.90. Fleet Tools, Penens Tool Corp., Schiller Park, Ill.

# A NEW IDEA FOR BUSINESS GIFTS

*from*

**★ lew magram ★**

### "Shirtmaker to the Stars"

Everytime you admired a formal or business shirt chances are it was created by Lew Magram. Now, a new idea for those on whom you wish to make an exceptional impression —

GIVE A WARDROBE OF LEW MAGRAM SHIRTS

Send for the fully illustrated catalog incorporating hundreds of exclusive ideas in shirtings and mens' accessories. We're sure you'll become a satisfied customer too!

**Diners' Club — American Express — Carte-Blanche  
Credit Cards Honored.**

**lew magram**

830 - 7th Ave. (near 54th St.)  
Dept. SS, New York 19, N. Y.



▲ MORE THAN 1,400 names and numbers may be listed in Cavalier index. Opens flat for easy writing and simple card removal. Crystal lucite alphabet; leather panel; choice of eight colors and trim—chrome, brass, silvertone. 7¼" x 5". \$7.95. Bates Mfg. Co., 63 Vesey St., New York 7, N. Y.

Gift



Gallery

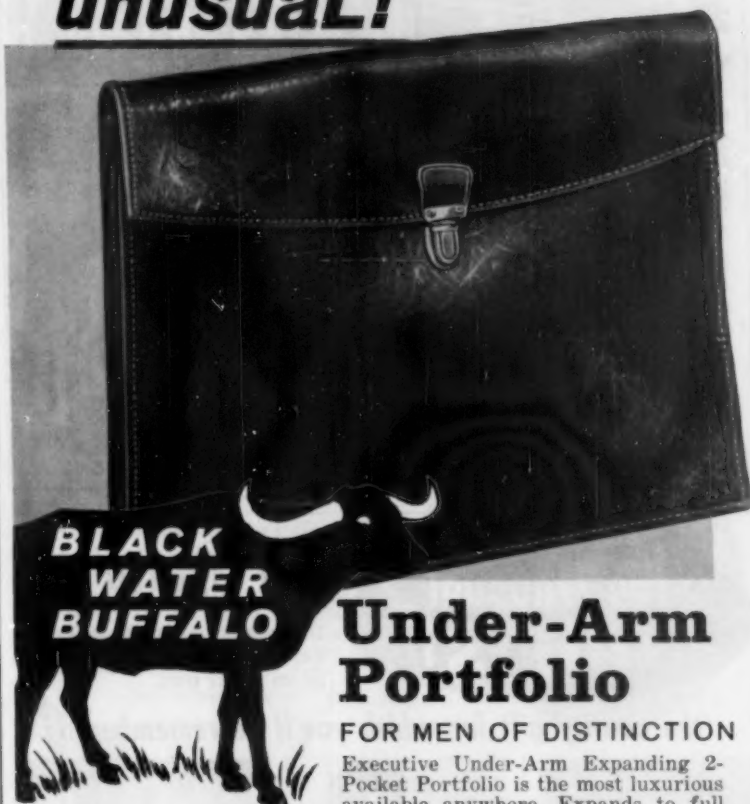


▲ UNBREAKABLE 'Nicer ice bucket may be filled with liquids, solids, cans, bottles—hot or cold. Full gallon capacity. Of Koroseal Foam in red, green, black, b. & w. With wicker carrying basket: \$11.95; without basket: \$8.95. Sponge Products Div., B. F. Goodrich Co., Shelton, Conn.

## UNUSUAL GIFTS ASSURE LASTING REMEMBRANCE AND APPRECIATION

*From Valued Business Customers and Personal Friends*

### THIS ONE IS REALLY *unusual!*



**BLACK  
WATER  
BUFFALO**

### Under-Arm Portfolio

FOR MEN OF DISTINCTION

Executive Under-Arm Expanding 2-Pocket Portfolio is the most luxurious available anywhere. Expands to full 1½ inches. A proud possession for any man! Made of Wild Water Buffalo Hide. Nature's most extraordinary leather, from the toughest, most dangerous, fast moving BIG GAME! He is so tough, it is said he can stop a high-powered bullet with his skull!

Still—its softness will amaze you—because only choice hides and skins are used for our products—slow-cured by Old-World tannage formulas—passed down from Father to Son through the centuries. This rugged beauty shows the natural markings of veins, wrinkles, callouses and scar tissues that add character and lasting durability. It is really a conversation piece!

A big looking, beautiful, smart asset for the man who appreciates the nicer things—size 15" x 10"—Hand turned edges with silk lined divided compartments—Expertly crafted by skilled artisans whose pride and painstaking care is really evident in this most wanted portfolio.

**FREE BROCHURE:** THE THOS. D. MURPHY CO. is a pioneer in the field of REMINDER PUBLICITY. Their 70 years of steady growth and expansion emphasize that they have pleased all types of industry and business. Write for the beautifully illustrated brochure in full color listing many more MURPHY REMINDER GIFTS. No obligation.

Malcolm D. Lomas, President

**THE THOS. D. MURPHY CO.**

DEPT. 560, RED OAK, IOWA

Men and Women—The Thos. D. Murphy Co. has a few choice areas available. This Fall is the ideal time to start your future career. Write or wire today.



The **GIFT** EVERYONE NEEDS & USES!

21 piece

## ALL-PURPOSE TOOL SET . . .

THE MOST POPULAR AND MOST USEFUL KIT EVER MADE—with Basic Tools for repairs and adjustments on Appliances, Motors, Autos, Bikes, Mowers, Plumbing, Furnaces, Radios, TV, all the "Fix-It-Yourself" jobs that continually have to be done! A TREMENDOUSLY IMPRESSIVE BUSINESS GIFT — Top-Quality, American-Made, Factory-Guaranteed Tools sparkling like gems in the Big (22" x 11"), Heavy-duty, rich Cardinal Red "Roll-up Kit"! . . . ROCK-BOTTOM PRICED TO YOU! . . . Sells Nationally at \$11.50 Retail—you get Special Price for Business Gift use, Premium, Traffic Builder, Prize, Coupon Redemption, Incentive, etc. ASK FOR DETAILS TODAY—Specify Kit No. 6180 . . . . .

22" x 11"  
VINYL  
KIT  
ROLLS  
UP TO  
11" x 3"  
FOR  
STORAGE



write

**Fleet** QUALITY TOOLS

PENENS TOOL CORP.,  
SCHILLER PARK, ILL.

"Over Fifty Years' Leadership in Fine Tool Engineering"

the Unusual  
in **GIFTS!**

from **GUILD**

The recognized leader in Early American Radio and Stereophonic replicas for the past 12 years.

the quality gift for which you'll be remembered!



THE SPICE CHEST  
Radio

An authentic replica of an old Early American Spice Chest that houses a powerful 5-tube, 5 inch speaker table radio. Has two drawers, solid brass "H" hinges. Available in shutter or panel doors. Solid Maple or Pine Wood. Retail Panel \$59.50 Shutter \$64.50



THE COUNTRY BELLE  
Radio

Just lift the receiver of this truly charming and authentic reproduction and hear the vibrant tones of a fine radio. Even the crank functions as a station selector. Solid hardwood cabinet, solid brass fittings. Retail \$64.50



THE TEAKETTLE  
Portable All-Transistor  
Radio

Here is a most treasured conversation-piece that is both decorative and has exceptional performance. Automatically AC powered when placed on optional trivet which also "Trickle-Charges" battery. Solid Cherry-wood cabinet and brass fittings. Retail \$79.50

Please inquire on company letterhead.

**GUILD** RADIO AND TELEVISION CORP.  
460 NO. EUCALYPTUS AVE., INGLEWOOD 3, CALIF.



▲ **TOUGH** plastic playing cards withstand the hardest wear. Replacements for lost or destroyed cards are guaranteed for a minimum of five years. Beige and green; in plastic box. Double deck, \$7.95; single deck, \$4.05. Kem Plastic Playing Cards, Inc., 660 Madison Ave., New York 21.



▲ **HALF-MILE** beam of Commando light adjusts at a touch to broad diffused focus. Rear flasher may be removed. Leather handle; plated or stainless steel cases; 6-volt batteries. Models at \$9.50 to \$17.95. Koehler Manufacturing Co., 395 Lincoln St., Marlboro, Mass.



▲ **PAPER CLIP** in shape of horse-head is 5" x 2 3/4" x 1 1/4". Of solid brass, weighing 8 oz., he is also a decorative paperweight. \$5. Virginia Metalcrafters, Inc., Waynesboro, Va.

SALES MANAGEMENT





▲ CANNON "barrel" is a pepper mill. Made in Italy of ebony wood, with polished aluminum top. Hand-cast wheels are antique reproductions, and they roll. \$6.60 each in lots of 12, which includes your message gold-stamped on greeting card. R. Frank Advertising Specialties, Inc., 253 Center St., Williston Park, N. Y.



▲ POINSETTIA is the most popular plant for Christmas, reports Florists' Telegraph Delivery Assn., whose 11,000 members filled more than 515,000 orders for flowers-by-wire last year. Roses, carnations, and chrysanthemums are also high in favor. Prices cover nearly every bracket.

# SAY Merry Christmas

WITH original creations, designed

and made in Hagerstrom's own Studio Workshop. All merchandise is sold direct from our Studio, through mail order! You can always look to Hagerstrom's for the Gifts your customers and families will most appreciate—and always remember!

## "WINDBLOWN WEATHERVANE" No. 300

For the home owner . . . a whimsical weathervane that catches the slightest breeze and will give your friend or customer a true forecast of the weather ahead. Perfectly balanced on an oil-filled swivel. Heavy gauge aluminum finisher. In satin black adds the finishing touches to any home, garage or breezeway. Easy to install! We have many more silhouette designs for your selection. Write for catalog.

27" wide, 32" high overall, complete . . . \$22.50, Postpaid  
30" wide, 36" high overall, complete . . . \$28.50, Postpaid

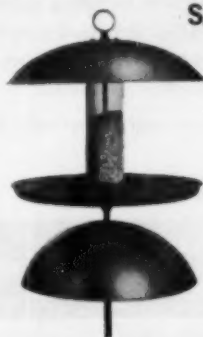


## SAFE-FEEDER for your

### grateful feathered guests No. 499

Everybody likes birds! Bring colorful songbirds to your customer's garden all year 'round with this protected feeding station. Easy to fill flexiglass tube is unbreakable, holds 1 3/4 pounds of seed protected from the weather. 16" diam.; dark green rustproof aluminum. Lower inverted dome acts as a squirrel guard. Simple to hang on a branch or bracket. It can also be mounted on a 1/2" pipe.

Complete, just \$12.95, Postpaid  
Without Squirrel guard, \$10.95, Postpaid



## MONOGRAM SERVING TRAY No. 556

The ideal gift! Choose the monograms you want. There are many uses for this attractive tray, made of heavy aluminum, satin finish. Can also hang on wall. Monograms of polished brass. It's beautifully marked. 19" in diam.; 1" deep.

Price includes monograms. \$9.95, Postpaid



## AMERICAN EAGLE No. 518

A very appreciative gift! Exquisitely modeled in cast aluminum. Finished in "Swedish Iron" (Black high-lighted), Antique Gold or Copper. Perfect decoration for any wall space.

Size: 18" x 18", \$8.95, Postpaid.

If you did not find the Gift of your choice here, write for our illustrated catalog of unusual merchandise.

Place your orders early. . . . All merchandise guaranteed!

## TO: HAGERSTROM METALCRAFT STUDIO, WHEELING, ILLINOIS

SUPERIOR CRAFTSMANSHIP IN METAL FOR 35 YEARS

NAME .....	POSITION .....
COMPANY .....	
ADDRESS .....	CITY .....
	ZONE .....
	STATE .....
<input type="checkbox"/> Remittance Enclosed	<input type="checkbox"/> Enclose my Card
<input type="checkbox"/> Gift Wrap	<input type="checkbox"/> Send new Gift Catalog

## FREE Tie Bar

If you are in charge of sales or gift buying for your company, we will custom make, without charge, your own business card or signature tie bar. We want you to see our fine line of personalized gifts.

Offer expires Sept. 30, 1960. Act Today.



### The Most Personal of Personalized Gifts . . . Sure to Receive a Big "THANK YOU"

Our fine crafted cuff links, tie bars, money clips, or key chains are exact miniature reproductions of business cards, signatures, emblems, or your own custom design. Deep, sharp etchings are filled with matching color and show even the smallest lettering and detail. Finished in beautiful and durable brushed silverchrome or gold, these will last many, many years. Truly a fine and appreciated gift for Christmas and other occasions.

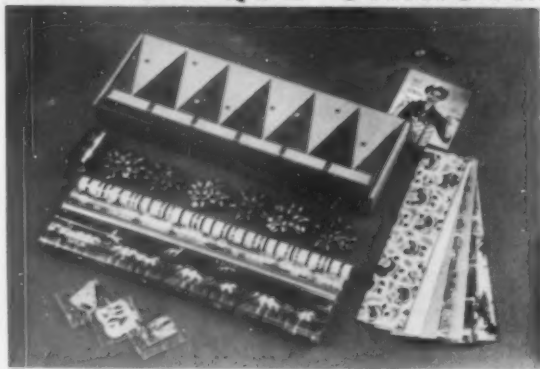
Collecting of cards or signatures impossible? For those you cannot collect we will etch their names in handsome script.

Write today for latest brochure

**CARD-O-LINK Co.**

JEWELRY DIVISION  
109 WEST HUBBARD STREET  
CHICAGO 10, ILLINOIS

## THE UNIQUE CHRISTMAS GIFT



that's  
received  
first  
and  
opened  
first

### "tycoon" GIFT WRAPPING BOX

"tycoon" gift boxes contain a complete assortment of fine gift wrappings . . . new, pre-tied, stick-on bows . . . ribbons . . . tags and cards for use this Christmas and for every day occasions during the months following the holiday. *Not available in retail stores.*

**ORDER EARLY!** from your local Advertising Specialty Distributor or write for name of your nearest Distributor. For greatest effect your "tycoon" boxes should reach recipients before December 1st.

BEN-MONT PAPERS, INC., BENNINGTON, VERMONT

Subsidiary of The  
Dow Chemical Co.

▼ **SMALLEST flashlight** is a silver and gilt globe only 7/8" in diameter, attached to a gold-plated key chain. Pull chain, and light beam comes on. Perpetually rechargeable from two ordinary penlight batteries in accompanying plastic case. May be engraved on "Equator" encircling the globe. \$7.95. Monroe Hattenbach, 347 Fifth Ave., New York 16, N. Y.



▲ **HAND-CUT monograms** decorate and identify the President party set. Eight each of 4-oz. cocktail, 7-oz. old-fashioned, and 12-oz. high-ball glasses comprise the set. Gift-packed, ready to mail, \$5.50. Orders for initialing before Nov. 15. Anchor Hocking Glass Corp., Lancaster, Ohio.

▼ **TIE KADDY** is cast-iron miniature replica of Early American fire sign in solid cherry plaque. Holds more than 20 ties; attaches to door or wall. Choice of several quaint signs. Gift boxed, \$3.25. Wilton Products, Dept. SM, Wrightsville, Pa.

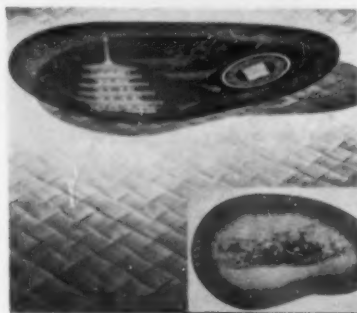


SALES MANAGEMENT

▼ **ENDLESS** honing surface for both sides of blade gives a keen edge. Guide slots hold blade at correct angle as knife is honed in a bath of cooling oil. Hand crank turns circular oil stone. Hone-Rite and honing oil, \$4.98. Wulff Mfg., Ontarioville, Ill.



▼ **MULTI-PURPOSE TRAY** combines charcoal glass, gold, and ceramic colors in unusual shape. For serving, or for decoration. In two designs: Oriental pagoda, or Western cattle drawing by famous artist Charles M. Russell. \$3.75. U. O. Colson Co., Paris, Ill.



▼ **SAFETY BATH MAT** has 91 vacuum cups which grip bottom of tub, prevent falls or slips. Molded of heavy rubber for long wear; 14" x 26"; in pink, yellow, white, green, turquoise. \$3.98. Pretty Products, Inc., Coshocton, Ohio.



SEPTEMBER 10, 1960



Royal Dru-ware, imported from Holland, is one of the most tasteful cook 'n serve-ware collections available, gives you an excellent opportunity to say "thank you" to your associates and their wives. It has been one of the most successful household items in the business gift field.

Each Royal Dru piece is made of cast-iron, finished in gleaming porcelain and hand-painted Dutch designs. You may take it directly from oven or range-top to your table. It cooks evenly — to gourmet perfection — and keeps food first-serving hot throughout the longest meal. It won't stain or burn, and resists chipping, breaking, cracking. In Delft Blue, Tulip Yellow, Key Largo Green, or Tulip White.

Give Royal Dru-ware with pride . . . it will be accepted with pleasure. There's no finer, more practical way to turn Christmas giving into gourmet living. Individual pieces start at \$3.95, 4-piece "starter set" \$32.95. (These prices are retail).

WRITE TODAY FOR ILLUSTRATED  
BOOKLET AND YOUR PRICE LIST  
**ROYAL DRU, INC.**  
103 Erie Street, Cambridge 39, Mass.



*By appointment to Her Majesty, Queen Juliana of Holland*

A Subsidiary of Diepenbrock & Reigers, N.V., Ulft, Holland.

The  
inspired  
gift  
for the gourmet

and everybody else  
on your list!

Original and Famous

# Kansas City Steaks

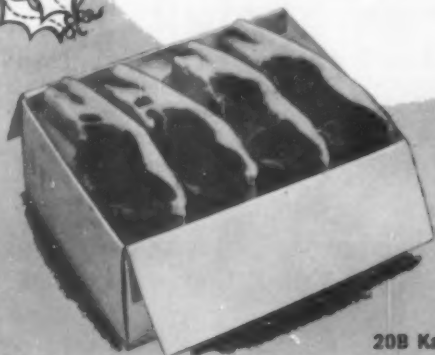
cut from U. S. Prime  
cornfed  
Show Steers

If you've ever  
tasted a steak to equal these,

it was at one of the country's finest  
and most exclusive restaurants, clubs or  
hotels supplied by Williams Meat Co. For over  
39 years, Williams has reserved these superb steaks  
for their use exclusively. You cannot purchase them  
in or through any store anywhere!

But this year you can send a gift box of these fabulous  
steaks direct from Williams Meat Co. The steaks are  
naturally aged and quick frozen, then carefully wrapped  
and packed in dry ice. Beautifully gift boxed with your  
card enclosed. Minimum order to one address: six 1 1/4"  
thick steaks, \$24. Additional steaks, \$4 per steak.

(P.S. Be sure to put YOUR name on the  
list too!)



ORDER NOW  
and enclose check.

Price covers shipment express  
prepaid anywhere in U.S.A.  
Perfect arrival guaranteed.

*Williams  
Meat Co.*

208 Kansas Ave. • Kansas City, Kans.

WORLD'S  
FINEST  
CHEESES



SEND US YOUR MAILING LIST AND YOUR  
GREETING CARDS, WE'LL DO THE REST!

FREE CATALOG UPON REQUEST

## PINE CHEESE MART

EL-6-2121

PINE ISLAND, MINN.

GIFT BOXES  
PRICED FROM  
\$2.75—\$32.95  
POSTPAID



▲ NEWSPAPER and magazine  
holder fastens to door or wall. No  
stooping or chasing the paper on  
windy days. Cast aluminum, 10" x  
8", with rustproof screws. \$3.20.  
King's Forge, 580 Hathaway Rd.,  
New Bedford, Mass.

▼ 50-STAR flag measures 5' x 3',  
and is made for durability. Accom-  
panying booklet has information  
on the two new states, history of  
the flag, and how to display it.  
Gift-boxed, with greeting card,  
\$7.25, minimum order 6. Osborne-  
Kemper-Thomas, Cincinnati 12,  
Ohio.



▼ TROUBLE-FREE service of can  
opener is assured by five-year  
guarantee. Single-handle opera-  
tion; ceramic magnet holds can  
lids; three-position wall bracket. In  
red, white, yellow, pink, turquoise,  
sandalwood enamel, chrome trim,  
\$6.95. Chrome, \$7.95. Swing-A-  
Way Mfg. Co., 4100 Beck Ave.,  
St. Louis 16, Mo.



SALES MANAGEMENT





▲ **JUMBO** coffee cup, as large as three ordinary cups, provides a man-sized brew. Inside is inscribed: "Reserved for a Wonderful Guy." Outside shows Canadian geese in flight. With matching saucer; sepia color trimmed with 24-K. gold; finest china. \$8.95 each for 6 to 24. Lenox, Inc., Trenton, N. J.



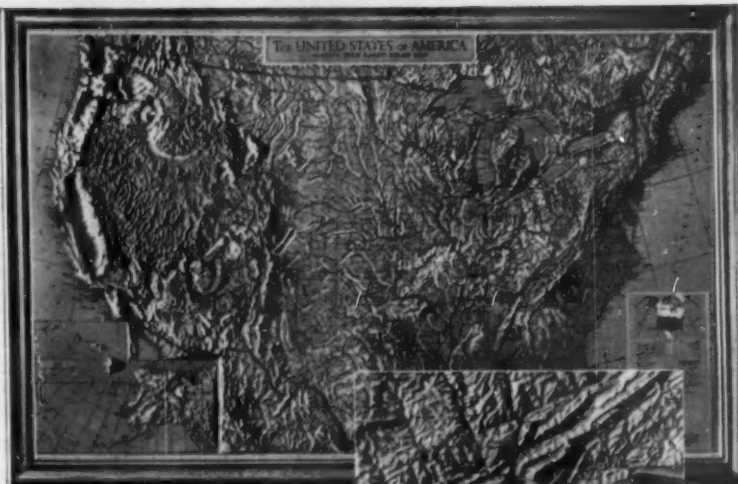
▲ **MILD**, smooth-smoking connoisseurs' cigars from Vuelta Abajo, "world's finest tobacco region." Selected natural wrapper and long filler. Hand-made by old-time master craftsmen; 7½". Box of 25, \$7.50. Globe Co., 94 River St., Hoboken, N. J.



▲ **CLEAR**, heavy-gage vinyl See-Brella lets you look at outdoor sports. Shakes dry instantly; 52" wide (big enough for a home "doorman's umbrella"); closes to 35" length for easy stowing. Windproof aluminum frame, vinyl sheath case. \$10.95. Bradford's, Inc., Box 535-S7, Englewood, N. J.

SEPTEMBER 10, 1960

## Dramatic New Gift Idea...



**HANDSOME,  
ACCURATE,  
USEFUL**

## TRUE RAISED RELIEF MAPS

Solve your gift-buying problem for this year and for next year too. Give a U. S. map in 1960 . . . the whole world in 1961 (or vice versa). Each map available in three sizes. We'll drop ship maps for you.

- Mountains, valleys, hills and plains in realistic third dimension. Mountains stand up nearly an inch!
- Framed, ready to hang
- Molded in washable, lifetime vinyl
- Accurate, authoritative . . . produced by experienced, expert map makers
- U. S., World and others

See for yourself how truly outstanding these unique maps are. Use the coupon below to order a sample map or to request information. Should maps not meet your needs, return them without obligation.



### AERO SERVICE CORPORATION

210 EAST COURTLAND STREET • PHILADELPHIA 20, PA.

Please ship and bill me for the Aero True Raised Relief Maps I have checked:

QUANTITY				
.....	U.S.A. Map	Gift Size—28½" x 18½"	@ \$9.95*	.....
.....	World Map	Gift Size—28½" x 18½"	@ \$9.95	.....
.....	U.S.A. Map	Decorator Size—41" x 26"	@ \$24.95	.....
.....	World Map	Decorator Size—41" x 26"	@ \$24.95	.....
.....	U.S.A. Map	Deluxe Size—64" x 42"	@ \$49.95	.....
.....	World Map	Deluxe Size—64" x 42"	@ \$49.95	.....
			Total	.....

Ask for our quantity discount schedule.

\*All prices F.O.B. Philadelphia

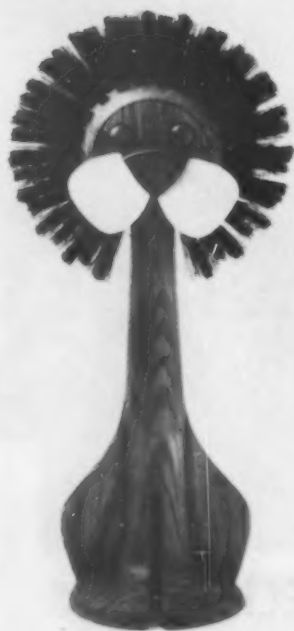
..... Please send me your catalog on Aero Relief Maps.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## BRUSH THE LION

A REAL CLOTHES-BRUSH  
HUMOROUS AND USEFUL  
MADE IN DENMARK OF TEAK  
AND BRISTLE GIFT WRAPPED.  
7 INCHES TALL.

675

PRICES FOR LARGER  
QUANTITIES ON REQUEST

# BONNIERS

605 MADISON AVE., NEW YORK 22, N. Y.

## Employee Incentives?

You'll find plenty of prizes for sales campaigns and other contests in the Gift Gallery. Prices to fit every budget.

This picture parade starts on page 60. Turn to it for fresh ideas all year round.

# Brands Preferred by 900 Companies

**Tabulation of 1,915 products mentioned by executives shows ranking of gift-incentives for family, personal, and office use. Standings of products purchased have changed since last year.**

**G**EORGE A. Recipient sips a glass of cheer and munches a ham-and-cheese sandwich.

His wife and kids turn pages of a choose-your-gift catalog as they sample a luscious fruit basket. Background music is via radio, TV, or hi-fi.

Statistically, this is the holiday scene in average homes receiving business gifts. Like all "composites," it is pure fiction. The Recipient Family, in reality, may cherish any of a myriad presents. Corporate gifts and incentives seldom fit into neat "average" pigeonholes. They include almost every kind of goods—sport shirts and sedans, pens and popcorn.

Survey respondents were asked to specify brands purchased. Out of 730, only 600 could answer at least in part. Trade-marks of countless products have not been fixed in their minds; moreover, as an Illinois manufacturer explains:

"The only time we are concerned with brand names is in giving liquor of known quality. Other than that, the product has to measure up by itself, and not by brand name."

His attitude, which is common, will sadden vendors. They have a big advertising-selling job to familiarize customers with their brands as guarantees of high quality.

Partial or complete answers of the 600 Survey questionnaires were tabulated with those supplied by 300 executives to Sales Manage-

ment's Business Gift Buyers' Wants Dept. The 900 companies are typical of American gift-incentive buyers. They cited 1,915 products or brands.

Favorites have shifted considerably in the last three years, except for No. 1—liquor. Line-up of the 10 leaders:

	1959	1958	1957
Liquor, wine, beer	1	1	1
Hams	2	4	2
Cheese	3	9	6
Select-your-gift catalogs	4	6	8
Fruit	5	3	3
Radios, TV, hi-fi	5	*	*
Pens, pencils	7	6	5
Turkeys	8	5	4
Tableware	9	8	*
Electric appliances	10	2	*
Lighters	*	*	9
Cutlery	*	*	10
Memo pads, diaries, calendars	*	10	7

\* Indicates not in first 10 that year.

Liquor, especially the more-expensive brands, has long held a tight grip on first place. Hams and cheese scored heavily this year, moving into second and third place. Radios, TV, and hi-fi sets, which were "also ran" in former years, forged ahead. Electric appliances, No. 2 last year, slid back to 10th. Probable explanation:

Givers, who bestowed an appliance in 1958, may have changed to

SALES MANAGEMENT

# EVERYTHING

ANYBODY EVER WANTED IN A MULTI-PURPOSE TOOL SET

## HANDLES

Nuts, Screws, Bolts — Recessed-head, slotted, square or hex.

### NO. 1 STANDARD SOCKETTOOL IN GIFT BOX

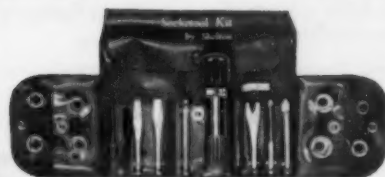
#### Contains

Universal Ratchet Handle  
8 Square and Hex Sockets  
Screwdriver Bits for slotted or recessed head screws  
Adapters for straight or offset use.

Retail \$2.98

\*

# SOCKETTOOL



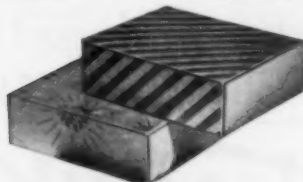
**NO. 4 SOCKETTOOL KIT**  
in attractive roll-up vinyl case  
Similar to standard Sockettool but also contains extra screwdriver blades, awl point and tack lifter

Retail \$3.98

### NO. 3 SOCKETTOOL SCREWDRIVER KIT

Same as No. 4 but with no sockets

Retail \$2.98



### HOLIDAY PACK

If specified, shipped for Christmas in assorted gay multi-color sleeves.

\* Patent applied for

## AMERICAN MADE

Write for information on discounts and special imprinting



**SHELTON  
PRODUCTS  
INC.**

SHELTON, CONN.

### NO. 5 SUPER SOCKETTOOL SET DELUXE GIFT TOOL SET

Wider range of sockets and blades. Also awl points, tack lifter, double offset adapter wrench

Retail \$4.98



## TROY ROBES

"so nice to have around you"<sup>TM</sup>

AND

*Zip-a-Robes*

FRINGED ROBE IN CARRYING CASE

the distinctive and  
distinguished  
gift for all the  
family all  
year round

Make your gift outstanding . . . long-remembered!  
Make it Troy Robe, that appeals to everybody . . . men and women . . .  
of every age . . . everywhere they go! Gloriously colored plaids . . .  
gay as a Highland fling . . . and available in ACRILAN\* or WOOL.  
And "so easy to carry wherever you go!" In its own smart carrying case . . .  
with adjustable shoulder straps . . . and FOAM CUSHION.  
Can be personalized with customer's initials.  
Seventeen robe and carrying case combinations.  
Price ranges from \$8 to \$20. Ask your regular  
executive gift supplier or write us for name of  
nearest distributor.

\*Acrylic fibre by Chemstrand

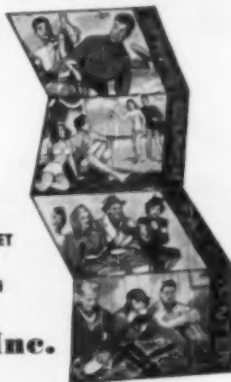
### NATIONALLY ADVERTISED

"so nice to have around you" the whole year round . . .

FOOTBALL GAMES	FISHING	EXTRA BLANKET
MOTORING	BOATING	PICNICS
CAMPING	COUCH THROW	AT THE BEACH

### TROY BLANKET MILLS, Inc.

200 Madison Avenue, New York 16, N. Y.



something different to avoid duplication; cheese, for instance, or a portable radio.

Overwhelmingly buyers preferred packages for the home. Among 1,915 mentions, 1,248 were of items that could be consumed or used by the whole family.

Executives and salesmen took the trouble to get home addresses, believing the effort justified because: "We like to please as many as possible. Conversation about our company spreads farther, too."

Mentions were divided among five general categories:

	Mentions
A. Family items other than food	748
B. Food	500
C. Items for personal use	311
D. Items for office use	216
E. Liquor, wine, beer	140

Category A. subdivided as follows:

	Mentions
A. Family items other than food:	
Select-your-gift catalogs	73
Radios, TV, hi-fi	72
Tableware	65
Electric appliances	60
Cutlery, carving boards	55
Clocks, watches	48
Glassware	40
Magazine subscriptions	39
Vacuum ware, picnic coolers, ice buckets	25
Cookware, kitchen equipment	24
Books, atlases	21
Silverware	21
Cameras, photo equipment	20
Gift certificates	19
Furniture	18
Weather instruments	18

For Business Gifts,  
Christmas, 1960

**Braun's**

**DELICIOUS!**

contains famous Braun's Sausage

*Festival Cake*

A Fruit-Style Cake made from an OLD-WORLD RECIPE (handed down in the Braun Family for generations). Attractively gift-wrapped for Christmas giving . . . packaged for shipment anywhere. Write for Detailed Brochure or Order Direct from: The Braun Brothers Packing Co., Troy, Ohio, Dept. 102 "Made In Ohio's Old Dutch Country"



2-lb. size **\$2.95** prepaid A truly exciting gift item for the Whole Family!



Auto accessories	16
Bar equipment	12
Playing cards	12
Blankets, robes	11
Automobiles	10
Miscellaneous	69

Despite omissions and apologetic jottings of "Don't remember," respondents noted a host of brand and maker's names. Group by group they were:

**Select-your-gift catalogs:** Within the past few years use of these specialized "wish books" has zoomed, both for the selection of gifts and incentive awards.

**Stressing family products,** they also contain items for office and personal use. Some offer fancy foods in more or less elaborate re-use containers. Recipients mail their selections to catalog headquarters.

E. F. MacDonald Co. topped the list. Plenty of businessmen-customers continue to call it "Cappel MacDonald," though mergers changed the company name several years ago.

**Select-A-Gift and Maritz Sales Builders** came next. In turn: Bennett Bros. and John Plain; followed by Certif-A-Gift, Robinson & Seidl, M. Ellman & Sons, and Personal Gift Selection Service.

**Radios, TV, hi-fi:** Portable radios and clock radios were mentioned as gifts. Larger sets, TV, hi-fi, and stereo—with few exceptions—served as contest prizes or retirement awards.

**General Electric** led among radios, with **Motorola** right behind. **Zenith** was hard on their heels. Additional designations went to **Sylvania**, **Philco**, **Westinghouse**, **RCA**, **Admiral**, **Regency**, **Rensie**, and **Hitachi**.

**Sylvania** and **RCA TV** (including color) were about equal. **G-E** and **Motorola** vied for second place.

**Hi-fi** and **stereo** honors were shared by **Magnavox**, **Sylvania**, and **RCA**.

**Tableware:** **West Bend** serving dishes, **Gorham** silver salad bowls, **Lenox** china, **Wagner** spice sets, **Dansk** salad sets, and **Brookpark** china stood out in this group where brands were scarce.

**August Wendell Forge** trays,

SEPTEMBER 10, 1960



1798  
Direct Drive push-button  
WonderCast \$26.50



1797  
Level Wind push-button  
WonderCast \$24.95



2065  
Wonderspin with two  
filled spools \$32.50



1466 SPIN-WONDEROD \$19.95



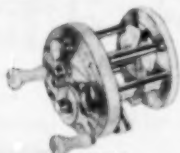
1579 SPIN 'R CAST WONDEROD \$18.95



1451 FLY WONDEROD \$19.95



2080  
Salt Water  
Spinning Reel \$39.95



1976T  
Stainless Steel President  
for bait casting \$37.50



1836 Deluxe automatic  
Fly Reel \$14.95

WRITE FOR NEW  
ILLUSTRATED PRICE LIST

# Go Fishing...

WITH "ALL" YOUR CUSTOMERS!

**Shakespeare**  
FINE FISHING TACKLE

When your customers go fishing, you can be there with a gift of fine fishing tackle from Shakespeare, the one name known and cherished by fishermen the world over! You can choose with absolute confidence any Shakespeare Wonderod, reel or line and be assured that your gift of Shakespeare tackle will be warmly appreciated by your customers. And, uncompromising Shakespeare quality speaks well of you and your firm at the time of your gift... and in many years to come. So when your customers have "gone fishin'", be there with a gift of Shakespeare fine fishing tackle! (From \$5.95 to \$45.00)

## FAMOUS DOUBLE-BILT®

### Straight-Fiber Tubular Glass WONDERODS

Shakespeare's patented tubular glass process is recognized by fisherman everywhere as the ultimate in fine rod craftsmanship. Tubular glass Wonderods are built to taper with strong, small diameter tip for casting and a power-packed butt for hooking and landing fish.

#### BALANCED TACKLE SETS

Appealing combinations of perfectly matched rods and reels designed to go together for perfect fishing performance. Complete outfits are available for every type of fishing — from \$19.95 to \$49.95.

© By Shakespeare Co., 1958



SALT WATER SERVICE REELS AND RODS

Shakespeare Company, Dept. SM-8, Kalamazoo, Mich.  
Please send illustrated price list and buying data.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

plus Brown & Bigelow and Cal-Pak TV trays led that contingent.

Crystal bowls, lazy Susan cruet sets, silent butlers, serving combinations, pepper mills, fruit bowls, coffee mugs were mentioned.

In cost and materials (plastics, wood, ceramics, metals) tableware ran the gamut, filling many needs.

**Electric appliances:** Mainly for the kitchen, these devices ranged from griddles to refrigerators.

General Electric's huge line was most frequently mentioned. Waring Blenders and drink mixers were conspicuous. Oster was cited for mixers, foot massagers, and knife sharpeners. Udico can openers and knife sharpeners, Can-O-Matic and Dazey can openers, Mirro corn poppers had mentions.

Salton Hotrays (food warmers) were specified often, as were Corn-wall food warmers.

Ronson electric shoe polishers, West Bend coffee percolators, and Dominion toasters were among the smaller items given. "Big ticket" wares, probably for incentives, were: Westinghouse refrigerators

and dishwashers; Easy washer-dryers; Frigidaire washers; Waste King garbage dispos-alls; Singer sewing machines.

**Cutlery, carving boards:** Carvel Hall, Gerber, and Warther were tied, Capri, Griffon, and Schrader-Walden followed. Shaw-Barton carving boards and sets received mentions. Additional brands: Robeson, Alcoa, Sunset, Holiday. Steak knives as well as barbecue tools are included here.

**Clocks, watches:** Seth Thomas clocks held a small lead over the more expensive Le Coultre Atmos. Other citations were for Lux calendar clocks; General Electric, Westclox, and Brown & Bigelow.

Hamilton watches far outdistanced Bulova and Benrus. Elgin, Longines and Omega were bunched. Watches, of course, are favorite awards to retiring or veteran employees.

**Glassware:** Libbey Glass Division of Owens-Illinois nosed ahead of Anchor Hocking. Osborne-Kem-

per-Thomas was farther back. Mentions were made of Newton, Fulton, Federal, and Standard Glass Mfg.

Steuben beverage glasses, decanters, etc. stood first among high-priced items.

**Magazine subscriptions:** American Heritage lived up to form and was ahead of Fortune. Among less costly publications, respondents liked Reader's Digest, National Geographic, Changing Times, Saturday Evening Post.

Fewer mentions, but often substantial orders, were given to Business Week, U.S. News and World Report, Sports Illustrated, Horizon, Holiday, Life, Playboy.

Several firms offer choose-your-gift catalogs with a long roster of magazines.

**Vacuum ware, picnic coolers, ice buckets:** Hamilton Skotch Coolers as in previous years, won easily. Only four other brands were set down by respondents: Aladdin, Stanley, Poloron, and Dansk.

The category takes in vacuum



**FARIBO FLIGHT-LITE** . . . All-season weight blanket designed to give it just the right degree of warmth in today's heat conditioned homes. Lovely, lacy weave has hand-loomed look. White, carnation pink, beige, yellow, mint green, blue or rose.

**FARIBO PAK-A-ROBES** . . . Generously sized, 100% virgin wool Sport Robes, each in its own handy zipper-carrying case. Case doubles as a cushion. Several case styles and several smart Tartan plaids to choose from.

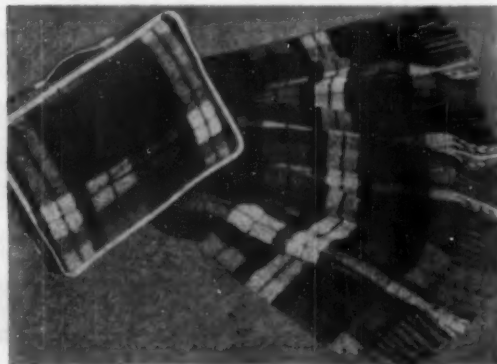
**FARIBO BLANKETS**  
Faribault, Minnesota

## Faribo GIFTS

*... the Family's Choice*

A successful sales and goodwill program is easily assured with Faribo premiums . . . exciting gifts for the whole family to enjoy.

An always fresh and colorful, "prestige" selection, priced from \$5 to \$50. Write for full information.



Right for every gift program because  
it's right for every man



## ALL NEW **1066** SCHICK 3 SPEED

Brand-new, and packed with Schick exclusives: world's largest shaving head, with 1,066 whisker-cutting slots (41% more than any other razor)! 3 speeds . . . because no one speed is right for every man! Most powerful motor ever put on a razor! New shatterproof nylon case! It's the mightiest shaving instrument ever invented! And it's one gift that will be used day in, day out . . . your personal reminder every morning for years to come. This year, give the new 1066 Schick 3 Speed . . . and give the luxury of close, fast, comfortable shaves.

*For the ladies...*

### Brilliant New 'Crown Jewel'

It's America's most wanted gift, because it's America's most effective ladies' shaver.

For complete details, contact:  
Frank Lynch, *Director of Marketing Development*, Schick, Incorporated, 680 Fifth Ave., New York



SCHICK INCORPORATED—INVENTORS OF ELECTRIC SHAVING © 1960, Schick Incorporated

jugs and bottles for office, home and outdoor use, plus picnic jugs and sets—some quite elaborate. Ice buckets are frequently filled with nuts, assorted foods, liquor, etc.

**Cookware, kitchen equipment:** Corning ware and Pyrex ware were outstanding. For non-electric cooking utensils, West Bend and Mirro were the sole brands indicated.

Kitchen shears, can and bottle openers, unspecified skillets and coffee pots were gift wrapped. Hamilton Skotch grills for outdoors brought pleasure to many families.

**Books, atlases:** Reading is not yet a lost art, despite TV. The library of gift tomes included Winston Churchill's "World War II," "History of American Presidents," "Words to Live By," and Sales Management's own "How to Attend a Convention."

Rand McNally atlases and road maps, and Hammond atlases received more votes than dictionaries and photographic annuals.

**Silverware:** Hundreds of items in sterling or plated ware make up

this classification—cigarette boxes, vases, bowls, butter dishes, cream-and-sugar sets, picture frames, flatware, and so on.

Brands were headed by Gorham and Tiffany. International, Oneida, Rogers, and Towle were mentioned less often.

**Cameras, photo equipment:** Polaroid, repeating last year's performance, was most popular with buyers. Eastman Kodak was in second position, plus mention of Kodak movie cameras. Bell & Howell, Ansco, and Minox were equal in the scoring.

**Gift certificates:** Not to be confused with gift catalogs, these are orders for a fixed amount of goods at retail stores. Recipients use them to buy hats, clothing, turkeys, food assortments, or whatever to suit their fancy.

Only local department stores, specialty shops, and groceries were cited—no national brands.

**Furniture:** Howe and Biltmore folding tables led off a diversity of

products. Prominent also were Cosco Hamilton chairs, step-stools, and card tables; Geo. Koch wastebaskets, magazine racks, and flower planters; Delta Metals Co. tea carts; and Barcalounger chairs.

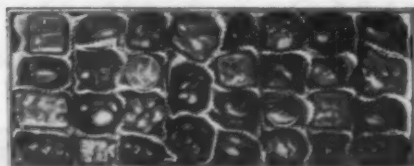
Hassocks, ladders, poker tables, and tray-tables of No Brand were reported.

**Weather instruments:** Airguide thermometers, barometers, and humidity indicators romped away from the small field. Taylor, Cooper, and Swift were mentioned.

**Auto accessories:** U-C trouble lights, Ray-O-Vac lanterns and flashlights, and Gulton flashlights were most used. Visor packs and map cases, dashboard serving trays, "travel trash" containers, and clothes racks for the car were used.

**Bar equipment:** Tiffany jiggers and cocktail shakers, portable bars by Bar Mart, Hyde Park coasters were the only brands. Products included battery-driven drink mixers, insulated glasses, sets of bar tools, and cocktail shakers with built-in music boxes.

*This handy coupon will bring you details of a*  
**SPECIAL BUSINESS GIFT DISCOUNT PLAN**  
**FOR FAMOUS FANNY FARMER CANDIES**



The dignity and acceptability of a gift of candy are unquestioned. And for business giving, there's the extra advantage that your recipient's whole family participates.

We offer the same genuine, fresh-as-a-daisy assortments found in our own Fanny Farmer shops. And the discounts are really worth while.

Do send the coupon today for a fully illustrated prospectus.

*Fanny Farmer*

Fanny Farmer Candy Shops, Inc.  
 7 Griffith Street, Rochester 3, N.Y.

As offered in your *Sales Management* advertisement, please send me complete details of your Special Business Gift Discount Plan.

Company.....

Address.....

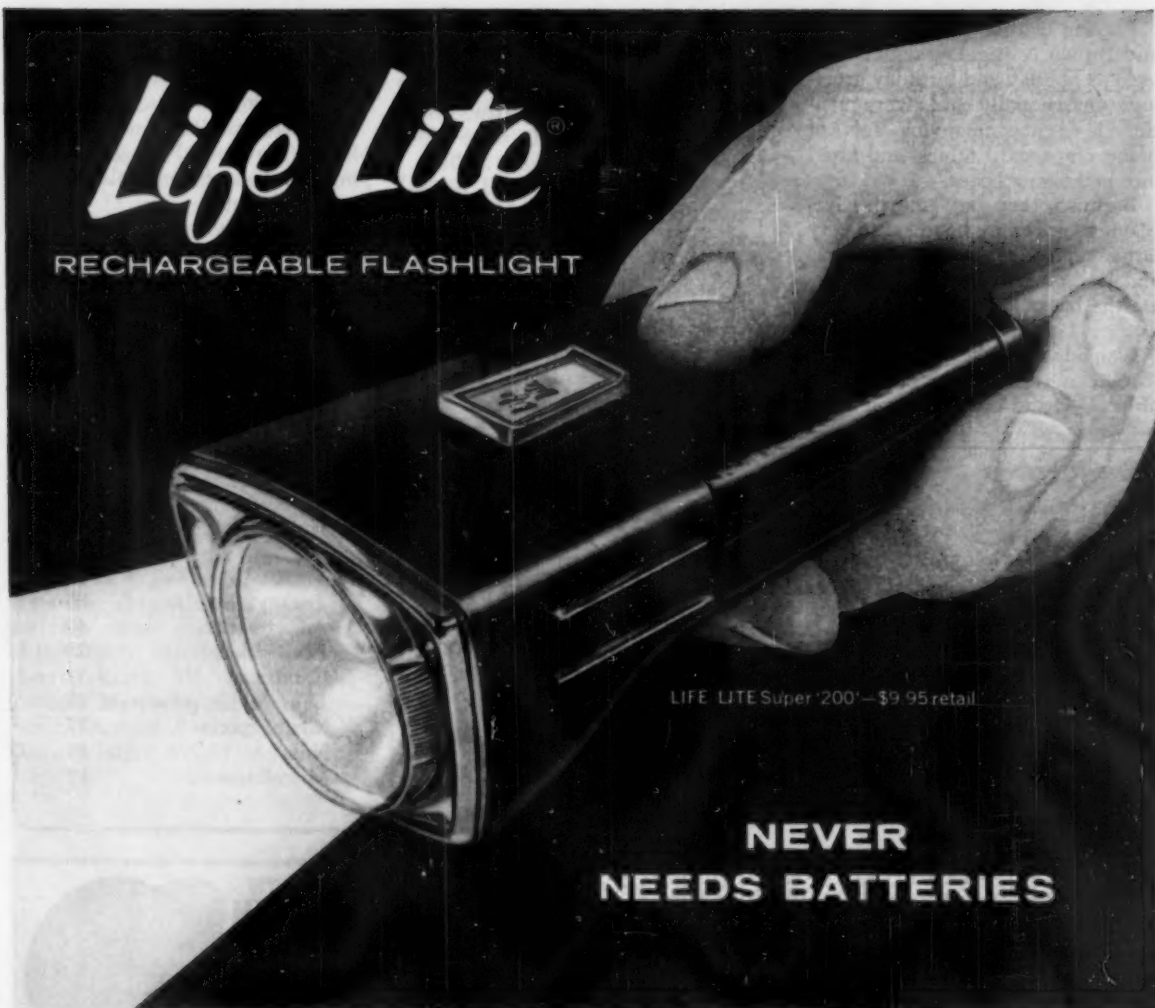
Signed by.....

*If you're attending the Business & Corporate Gift Show in the New York Trade Show Building on October 4, 5 and 6, see our display in Booth No. 53.*



# Life Lite®

RECHARGEABLE FLASHLIGHT



LIFE LITE Super '200'—\$9.95 retail

**NEVER  
NEEDS BATTERIES**

## THE POWER-FUL EXECUTIVE GIFT!

LIFE LITE is unique... a natural for business-giving, as a Christmas gift, Premium, Incentive award, Safety award, Dealer-loader.

LIFE LITE, extraordinary new flashlight, can be recharged in any ordinary wall socket, or any auto cigarette lighter . . . *never needs batteries!* LIFE LITE has been consumer advertised on Radio and Television, with tremendous success. Use it! Give it—to boost your sales potential, profits and reputation. Handsomely styled and packaged, LIFE LITE comes in two sizes: the Super '200' Power Model, with 200 yard beam—and the Galaxy, convenient, palm-sized pocket model . . . also with auto charge adapter in a size for each model. Choice of models gives you gift-flexibility, from top executives to employees or business prospects.

Contact your LIFE LITE distributor today, or write:

**GULTON INDUSTRIES, INC.,** Dept. SM-910, Metuchen, New Jersey.

### EASILY RECHARGED



Separate two halves  
as shown.



Insert prongs  
into any outlet (110 AC).



SEPTEMBER 10, 1960



LIFE LITE Super '200'  
with carrying case—\$12.95 retail

LIFE LITE Galaxy  
\$5.95 retail



Auto charge adapter in  
a size for each model—\$3.00

Playing cards: Kem, Congress, and Brown & Bigelow decks were used as holiday and birthday greetings. Occasionally cards were mentioned as accompanying sets of poker chips, card tables, and fitted into mahogany boxes.

Because they are inexpensive, playing cards may be given to very large numbers. Company names and trade-marks frequently decorate the backs.

Blankets and robes: Faribo, Troy, Horner, and Howard Zink in that order. G-E and Casco electric blan-

kets were highly regarded as gifts.

**Automobiles:** Cars as contest prizes have rolled into favor. This year no less than 10 were described: two Ford Falcons, a Chevrolet, Renault, Corvair, Ford, Buick convertible, Volkswagen, Valiant, and Edsel. They were by long odds the most costly products reported.

**Miscellaneous:** Department stores have no more extensive stocks than the list of products distributed by corporations:

Kirk and Halvorsen Christmas trees and evergreens; Benson and Tara holly; Christmas lights; Vic-trilite candles; flowers;

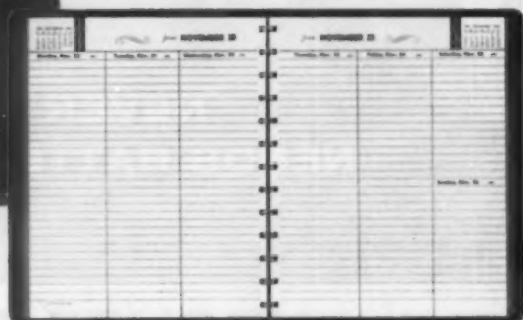
International Paper napkins and towels; National Foil gift wrappings; Cannon towels; plastic and linen tablecloths;

Royal typewriters; AMF bicycles; Toro lawnmowers; Mercury outboard motors; Bissell carpet sweepers;

Setwell clothes hangers; Hawkes vases; Clearfloat plastic embeddings; first-aid kits; bathroom scales; 50-star American flags were sent with good wishes.

THIS NEW *Nascon* GIFT...  
sure to be **welcomed**... sure to be **used**!

## WEEK AT-A-GLANCE® Business Reminder



### A BRAND NEW

**"AT-A-GLANCE" BOOK**, specially designed for **your** business giving. Its variety of desk-top uses assures you it will be appreciated... kept... used throughout 1961, for noting memoranda, appointments, schedules, meetings and other business affairs.

**A FULL WEEK'S ACTIVITIES** are shown clearly on an ample 9" x 14" two-page spread. There's generous note space for the busiest workday schedule. Wire-O bound pages lie flat for easy writing and reading. The fine simulated

leather cushion edge covers can be selected in Brown, Red, Green or Black, with an attractive accent color in the title panel. (Also available in a deluxe gold tooled binding).

**IMPRINTED IN GOLD** with your company's name or trademark **at no extra cost**, these individually-boxed gifts are sure to be **welcomed**... sure to be **used**... by everyone on your business gift list. For full information about the complete line of quality Nascon business gifts, send for the new Nascon Gift Catalog today.

### SPECIAL SAMPLE OFFER:

Get acquainted with famous Nascon quality at a fraction of the cost of this fine new book. Attach a dollar to your letterhead, send today, for your personal copy of the new Week-At-A-Glance Business Reminder.

SPECIALTY DIVISION  
EATON'S  
**NASCON** *Nascon* **PRODUCTS**  
*AT-A-GLANCE* Products  
Division of Eaton Paper Corporation

DEPT. M, 475 FIFTH AVENUE, NEW YORK 17, NEW YORK

118

### Mentions

<b>B. Food</b>	<b>500</b>
Hams	90
Cheese	81
Fruit	72
Turkeys	65
Assortments	40
Fruit cakes	38
Candy	37
Jams, jellies, preserves	28
Meats, game	17
Nuts	15
Miscellaneous	17

**GIVE THEM  
THEIR OWN  
TOP LINE  
GOLF BALL!**



Your customer's or prospect's name (personal or company), trade mark, or insignia indelibly imprinted on golf balls with a *guaranteed* retail value of \$1.25 each, or \$14.75 per dozen. Your price—as low as \$8.00 per dozen including imprint on both poles of ball. Choice of steel or liquid center. Balls conform fully to USGA specifications. Special packaging available. Wire, write or call for full details.

**GOLF BALL ADVERTISING CO.**

1528 Walnut St., Philadelphia 2, Pa.

PE 5-9910

SALES MANAGEMENT

**Hams:** With a hefty 25% increase in mentions, hams outweighed other table treats.

Armour ran off with first position; Swift was second. Rath and Hormel tied for third. Additional entries were: Amana, A & P, Bar S, Cudahy, Dubuque, Emgee, Forst, Gold Bond, Gwaltney, Haas-Davis, Hickory Valley, Hygrade, Kahn's, Lykes, Oscar Meyer, Partridge, Farmer Peet, Shamokin, Stauffer, Vigo, Wilson.

**Cheese:** Bounding from ninth to third position among all gifts, second among foods, cheese at many prices had a big place on buyers' shopping lists.

Wisconsin Cheeseman was checked most often; Swiss Colony rated No. 2. Kaukauna Club and Maytag were equal in mentions. Plus notations for domestic and imported varieties from: Armour, Cheese-of-the-Month, Herkimer, Holiday House, Kraft, Mt. Horab, Olde Tavern, Plymouth, Seward, Steinhart, Trappist, Vernon Co., White Oaks, Whiting, WisPride.

**Fruit:** Harry and David's Oregon orchards, as usual, appealed to buyers from coast to coast. Harvey's Groves, of Florida, ranked first of the citrus crop. Other mentions:

Carol Hills Cannery, Cobb's, Heisey apples, Loveland Groves, MacDonald, Milne O'Berry, Pinnacle Orchards, Pitman Davis, Shenandoah apples, Willow Lake grapefruit.

Many respondents simply said: "Texas citrus," "Florida oranges," "Dates," or something similar.

**Turkeys:** Armour birds received most votes, with Franzenberg, Maplecrest, Fox, and Swift following in that order. Holiday House and Forst led in smoked turkeys.

Also mentioned: A & P, Federal Packing, Land-O-Lakes, Thompson Turkey Farm, Zealand.

**Assortments:** These hampers, packages, and re-use containers may hold a few or a royal banquet of meats, cheeses, fruit, seafoods, jellies, cocktail tid-bits, and so on.



**SCULPTURE MASTERPIECES IN REPLICA**

AT "DIRECT From WAREHOUSE" PRICES!

(Shipped)

☐ **"THE THINKER"** by Auguste Rodin. Met. Museum of Art. A pair makes unusual bookends. Ht. 9 1/2". Green bronze finish. **\$8.95** (Shipping, packing, \$1.25)

**EXCELLENT TASTE IN BUSINESS GIFTS!**

Special quantity discounts. We drop ship with your personal card to your customers anywhere. Advise us of your needs and we will send more.

☐ **"DAVID"** By Michelangelo, 1504. Original in Florence, Italy. Green bronze finish. Ht. 14". **\$11.95** (Shipping, packing, \$1.75)

☐ **"THE KISS"** By Rodin. Original in Paris. Bronze finish. Ht. 10". **\$18.95** (Shipping, packing, \$2.00)

☐ **"MOSES"** By Michelangelo, 1516. Original in St. Peter's, Rome. Marble finish. Ht. 15". **\$22.95** (Shipped Express Collect)

☐ **"VENUS DE MILO"** 3-4th Cent. B.C. Original in the Louvre. Marble finish. Ht. 18". **\$15.95** (Shipped Express Collect)

**FREE!** 42 page catalog containing over 160 items.

**WYNN'S WAREHOUSE,** Dept. SM-90  
Lawrence Rd., Kings Park, L.I., N.Y.



**FOR THE MAN OF DECISION—**  
**Wilson Executive Golf Equipment**

The Wilson Executive Set—a leather golf bag and matching leather carry-all—represents the ultimate in distinction. Perfect in every detail—genuine hand rubbed russet strap leather in both bag and carry-all—skilled construction—smartest style. Wherever fine golf equipment is sold.

**Win with Wilson**

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



*You've never given  
this before...*

## Gillette *Super* BLUE BLADES with TRADE MARK Gillette *Adjustable* RAZOR

YES, now you can give the most talked about shaving development in years—the new Gillette *Super* Blue Blade—with a gold-plated Gillette Adjustable Razor. This blade shaves you so fast, so easy...you might think there's no blade in the razor. Team *Super* Blue with the razor that gives you a choice of 9 micrometer settings at a simple turn of a dial, and you'll be thanked again and again for bringing such superb shaving comfort to everyone on your gift list.

Illustrated here is the Gillette Executive Adjustable, in modern stand up case, retailing for five dollars. Also available is the ten dollar deluxe Adjustable with exclusive toggle opening. It comes in magnificent blue metallic presentation case with supply of *Super* Blue Blades.

© 1959 by The Gillette Company



Write Department SM, Gillette Safety Razor Company, Boston 6, Mass., for special prices. On orders of 8 dozen or more, extra quantity discounts will be offered.

## The New, Improved CARD CASE



No. 977 Card Case

*Illustrated — Black Genuine Morocco*

Perfect as a gift to your customers and good prospects . . . *because* every man — and woman — can and will use it for credit cards, driver's license, other identification cards and photos . . . *because* the eight clear plastic wings will hold sixteen cards . . . *because* the pocket holds cards and booklets . . . *because* the price is so low for so fine an article.

### PRICES

100	250	500	1,000 Up
\$1.15	1.10	1.05	1.00 Each

Available in black genuine morocco, tan genuine English pigskin or ginger genuine cowhide. Individually boxed.

Your ad — if desired — stamped in genuine gold at no extra charge. For sample — send \$1.00 (no ads or names stamped on samples)

**ADVERTISING CORPORATION OF AMERICA**  
Manufacturers . . . . Holyoke, Mass.



Costs run from a couple of dollars to as much as \$100.

S. S. Pierce products led slightly. Then: Jones Dairy Farm, Epicure Club, and Cross & Blackwell. Alphabetically the others were: Armour, Charles & Co., Del Monte, Fin 'n' Feather, Holiday, Reese, Sey-co, Yocum Farm, Wise.

**Fruit cakes:** Collin Street Bakery, "of Corsicana, Tex.," was in the van. Continental Baking, Cross & Blackwell, Manor, and Ward had equal popularity. Fewer mentions were accorded to: Claxton, Clausen, Duncan Hines, Lantz Bros., Nabisco, Wiseman Bakeries.

**Candy:** Russel Stover and See's were exactly even, with Whitman and Fanny Farmer runners-up. Brach, Campbell, Cook, Gilbert, Sanders, Seasonal Foods' candied fruits, and Stukey's were also noted.

Several respondents told how they distributed modest candy gifts to many of the people in their customers' organizations because "it is more appreciated than a larger gift to higher-ups."

**Jams, jellies, preserves:** Smucker's assortments, Knott's Berry Farm, House of Webster ran in that order.

Farther behind were: Country Cousin, Dickinson, Dwan, House of David, Lutz & Schramm, Marshall, St. Joseph, Whipple Co.

Re-usable containers are generally offered by vendors, which makes the selections especially welcome.

**Meats, game:** Armour bacon, Pfaelzer steaks, Fin 'n' Feather pheasants headed the parade of solid nourishment.

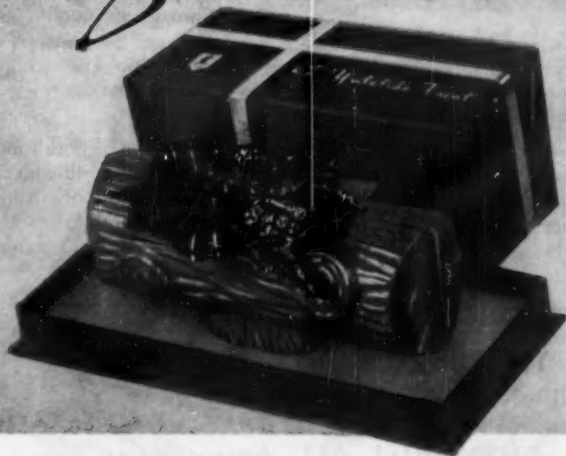
Rock Cornish game hens from Huckleberry Hill Farm, Hormel and Jacob Decker meats, and Jeanne-Rock crabmeat had mentions. No Brand sausage, roast beef, and quail brought up the rear.

**Nuts:** Priester, Del Cerro, Deep South, and Funston pecans were reported. Zenobia pistachio nuts, plus Stop-n-Shop mixed varieties had scattering mentions.

Nuts are usually included in food assortments, which accounts for additional sales.

SEPTEMBER 10, 1960

## A Yultide Treat



The very finest in good eating. Milk Chocolate — absolutely the smoothest, creamiest, most flavorful you ever tasted — just loaded with Crisp, Whole Brazil Nuts. Beautifully moulded into a real looking log, decorated and packaged elegantly to express your best wishes (each in its own mailer). **Positively not sold at retail.** You're sure to please everyone at this low quantity price:

Price .....\$24.00 Per Dozen (Complete with mailers)

Freight prepaid and included with orders of 10 dozen or over.

Sample available at quantity price (plus postage and handling charge of 50¢).

Send \$2.50 — We'll rush your sample!

BOYER BROS., INC. DEPT. G, ALTOONA, PA.



## A Personalized Gift — at a mass-produced price!

Enjoy the prestige-building luxury of presenting fully personalized gifts . . . at a price you would ordinarily pay for an off-the-shelf item. The Colson Letter Tray-Plaque is made individually, and carries your client's name and address. Gain full value from your gift budget with the tremendous ego-satisfaction you give your customer when you present a gift which he knows was created especially for him.



Painstakingly hand lettered, this fine ceramic tray is carefully annealed for imperishable beauty. Because these trays cannot be stockpiled, we'll have to have your order before Oct. 15. Send in the coupon today.

To: U. O. COLSON CO., Paris, Illinois

☐ Send me a personalized sample of this tray. Full copy instructions and \$10 attached.

☐ Have a representative stop in to see me.

960

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

Miscellaneous: Graber and Glick olives; Squeir's maple syrup; Noble popcorn; Bachman pretzels; Sunshine cookies; Mary of Pudding Hill cakes were in the brand line-up.

Oysters, wild rice, and buck-wheat flour and mixes were noted by respondents, though without brand names.

	Mentions
C. Items for personal use	311
Clothing	58
Lighters	55
Leather goods	37

Jewelry	36
Luggage, travel kits	18
Smoker's supplies	17
Pocket knives	17
Perfumes	13
Sports equipment	11
Shavers	10
Tools, tool kits	9
Miscellaneous	30

Clothing: Corporations dressed employees and business friends from head to foot. Stetson hats; Van Heusen and Arrow shirts; Harvare, Bronzini, Dominique, and

Countess Mara ties; Hart, Shaffner & Marx suits; Hanover shoes; Midwest Footwear slippers were all mentioned. For sweaters and sportswear, McGregor stood out.

The ladies received hosiery, mink stoles, rain hats, cashmere sweaters, handkerchiefs, scarves, & furs.

**Lighters:** Again, as in every Survey to date, Zippo lighters were the most-given single product. Brown & Bigelow and Ronson lagged a long way behind. Other mentions went to Gulton Industries, Ideal, Schick, Burroughs, Osborne-Kemper-Thomas, and Tiffany.

**Leather goods:** Mentions were so divided that no one brand stood out significantly. Rupp billfolds and pocket secretaries; Prince Gardner and Shaw-Barton billfolds; Wales, Carter, Brown & Bigelow, and Mark Cross items were reported. Women's handbags, and key cases were ordered in fairly large numbers, without brand designations.

## THE *different* GIFT

THEY WILL ALL *remember!*

# WARNER'S

## *Southern Spice Round*

THE RICH BEEF DELICACY—  
A GOURMET'S DELIGHT!

There's nothing quite like it in all the world—this wonderful delicacy from the House of Warner. The Spice Round exclusive recipe has been handed down from Warner father to Warner son for three generations, a guarded and delicious secret. In Tennessee, it's a tradition—and devotees all over the world send to Warner for its melting tenderness and gently-spiced flavor.

"THE MOST TALKED-ABOUT  
GIFT IN OUR  
42-YEAR HISTORY!"

That's what Cleveland Flux Company tells us after sending Warner's Spice Round to almost 1,500 customers. They have had "hundreds of compliments for this wonderful food delicacy."



- "Amazed at the influx of cards and letters from recipients of Spice Round."
- "This really made a hit with our customers. We are going to do this again."

WARNER'S SPICE ROUND is shipped direct to your customer, with delivery on any specified date. You can select any size gift of Spice Round from \$7.50 to \$25.00.



WRITE TODAY—YOU'LL HAVE THE FACTS  
BY RETURN MAIL

Read the fascinating story of this world-famed delicacy in our free booklet. Write for it. And tell us the price and quantity of gifts you have in mind, so we can send you a definite quotation.

ALEX WARNER & SON, INC.  
P. O. BOX 697 • NASHVILLE 2, TENNESSEE

FROM THE FAMOUS 90-YEAR-OLD *House of Warner*



## TANTALIZING WILD FRUIT

products from The Yellowstone Valley of Montana. 8 oz. Choke Cherry Syrup. 3 - 6 oz. jars Jelly (Buffalo Berry, Choke Cherry, Currant or Plum). Gift card incl. on request. \$5.25 Ppd.

**Kountry Kitchen**

CUSTER, MONTANA

SALES MANAGEMENT

**Jewelry:** Thomas E. Murphy Co., and Swank were cited for money clips; Robbins Co. and Josten for cuff links and tie bars.

Both Robbins and Josten also supplied women's jewelry. Pearls and unnamed jewel boxes went to the ladies, too.

**Luggage and travel kits:** Hartman, Tri-Taper, Samsonite, Dopp kits, and Atlantic Val-A-Paks were the only brands. Prices reach virtually every bracket.

**Smoker's supplies:** Dutch Masters and Tampa cigars; just "cigarettes," cigarette boxes by Hyde Park; Diamond matches were distributed both at Christmas and at birthdays and other times.

**Pocket knives:** Case and Vernon Co. divided brand mentions. Some knives bear company name and trade-mark; others are inscribed with the recipient's name or initials.

**Perfumes:** For feminine customers, receptionists, and employees

scents and toilet water seems to be well liked. Respondents—mere men—could recall only Arpege, Chanel No. 5, and Max Factor.

**Sports equipment:** Spalding and Wilson golf balls, with Product Engineering Co. golf carts, were most favored. Rifles, shotguns, fishing tackle, and bowling balls added to the enjoyment of sportsmen.

**Shavers:** Remington, Schick, and Norelco were noted for the electric

models. Lord Riam was the battery-operated type mentioned.

**Tools, tool kits:** Brands included Shelton's Socketool; Shopsmith; Skil; Ex-Acto and Oxwall kits; Coremaster power garden tiller.

**Miscellaneous:** Elizabeth Arden toiletries for men, and Tiffany key chains were indicated. Other orders were recorded for whiskbrooms and clothes brushes; manicure kits and nail clippers; binoculars and opera glasses; non-electric shoe-



**CESARE SIEPI**  
STAR OF THE METROPOLITAN  
OPERA AND T.V.

Like Other People of Good Taste  
CESARE SIEPI is Proud of his  
Prized Possession—An Original  
Portrait by SCHNEIDER.

Only **\$28.00** for 9 x 13

(sizes up to 24 x 30 and larger)  
The perfect year round gift . . . for  
business or personal gift giving.

- \* CARRIES NO PRICE TAG
- \* IS REMEMBERED EVERY DAY OF THE YEAR
- \* IS UNIQUE and CANNOT BE DUPLICATED
- \* IS WELCOMED BY THE RECIPIENT, HIS FAMILY, AND IS A MOST TREASURED HOUSE GUEST.
- \* OFFERS SUPREME LUXURY AT BUDGET PRICES

Send for our free brochure, literature and testimonials from companies that use PORTRAITS by SCHNEIDER successfully and profitably. Write for special commercial and industrial discounts on company stationery.

**PORTRAITS BY SCHNEIDER**  
12 WEYBRIDGE ROAD, GREAT NECK, N.Y.

SEPTEMBER 10, 1960



*The gift that's remembered!*

## Erinore

### Pure Irish Linen

damask tablecloth sets  
colored tablecloth sets  
luncheon sets place mat sets  
towels

For large or small gift lists, Irish linen makes your gift one that will be remembered. Nature's miracle fabric, Irish linen is truly a lasting gift. All attractively packaged. Send for our illustrated brochure listing gifts from \$3 up, or, if you prefer, we will have a representative call.

Contract Department  
Wm. Ewart & Son, New York, Ltd.  
111 West 40th Street  
New York 18, New York

☐ Please send me your brochure of Irish linen gifts.  
☐ Please have your representative call on me.

Name \_\_\_\_\_ Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

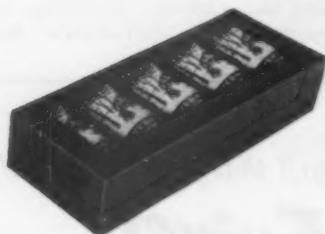


# They'll Praise You for the Gift ...and the Way It's PACKAGED!

FIRST RUN, GRADE A—100% Pure—

## VERMONT MAPLE SYRUP

in 5-Medium-Size Units that Preserve the Original  
Sealed-in Natural Goodness and Flavor in the  
Unused Portion



in BRIGHT RED  
"WINDOW"  
GIFT BOX

(Packaged in  
Individual  
Mailing Carton)



5

BEAUTIFULLY  
LITHOGRAPHED  
CONTAINERS

(Each holding  
8.28 oz. of  
Maple Syrup)

Everyone appreciates Vermont Maple Syrup, but they'll welcome your gift of a generous quantity of this famous product all the more when they see how we have packaged it for more convenient use and greater satisfaction. The price is only \$2.50 plus postage. Attractive Quantity Discounts.

"From the Farm of"

# S. ALLEN SOULE

FAIRFIELD, VERMONT

## FULTON'S STAINED OAK PICNIC HAMPER!

Marvellous — Fresh-tasting

Florida

### ORANGES AND GRAPEFRUIT

Gifts that will march right into the hearts of those highest on your list. Especially chosen to give pleasure and filled with the finest selection of eating Oranges — Juicing Oranges — and Grapefruit.

**Pack No. 101-A — 1/4 bushel . . . \$15.95**  
"Chock full" of the best Oranges and Grapefruit, 1-lb. Honey-in-an-Orange Server, two 1-lb. jars of Homemade Marmalade, a 1/2-lb. Pecan Log Roll and to top it off a set of beautifully decorated Salt and Pepper Shakers.

**Pack 102-A — 1/2 bushel . . . \$11.85**  
Filled with the best Oranges and Grapefruit produced by Fulton's. Garnished with such extras as 1-lb. jar Pure Orange Blossom Honey, 1-lb. jar Homemade Marmalade, 1/2 lb. Chocolate Covered Fruit Sticks and a set of decorative Salt and Pepper Shakers.

ORDER NOW — ALL SHIPMENTS PREPAID

Add 35¢ per 1/4 bushel and 25¢ per half bushel for shipments west of Mississippi River and Wisconsin. Write for illustrated color folder.

## FULTON'S CITRUS FRUIT GROVES

Dept. S.M.

R. D. #3, Box 156

Leesburg, Florida

LICENSED SHIPPERS — MONEY BACK GUARANTEE



**Pack 102 — 1/2 bushel . . . \$9.25**  
Same fine variety of wholesome, fresh-tasting Florida Citrus Fruit as Pack 102-A (no extras)

Proud will be the receiver of any one of these bountiful gifts — prouder still will be the giver.

(Packed in strong protective cartons for shipping)

shine kits; night caddies; hourglass timers; combs, both pocket and for the dressing table; sunglasses; chess sets; stationery—all of that well-known No Brand.

D. Items for office use	Mentions
	216
Pens, pencils	68
Memo pads, diaries, calendars	50
Desk equipment	38
Ashtrays	23
Briefcases, portfolios	14
Rulers, slide rules	14
Miscellaneous	9

**Pens, pencils:** Shaeffer led by a small margin, with Parker, Ever-sharp, and Paper-Mate close behind. Cross and Autopoint scored in the second division. Others mentioned included Brown & Bigelow, Vernon Co., Scripto, Union, and Amsterdam.

**Memo pads, diaries, calendars:** Nascon held a commanding position, as expected. Much farther back were Amsterdam, Brown & Bigelow, Robert Dale, Dartnell,



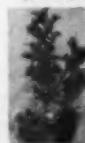
## English Holly Sprays with Red Berries

You are the sender of good cheer for home and family with this traditional green and red of Yuletide. In the "rain forests" of Oregon, holly grows more beautiful, even, than in England. Fresh cut daily and hormone-treated for long life. Each box contains both deep green and the rare cream-green variegated, with brilliant red berries.

**BOX A** Generous quantity in box, approximately 20 x 8 x 4" **\$3.55** plus postage

**BOX B** Extra-generous quantity, approx. 27 x 11 1/2 x 5 1/2" **\$5.55** plus postage

Quantity discount on base prices



## LITTLE TREES

THEY'RE REALLY GROWING! 12" to 14" high. Ship safely anywhere.

**FAMILY**—2 "ladies" and a "knight" (necessary for berries). **\$10.00**

**SINGLE**—A green "lady". **\$4.00**

Free Information **SUNSET MOUNTAIN HOLLY & FILBERT FARM** Carl Brandenfels, Proprietor Box 75, St. Helens, Oregon

SALES MANAGEMENT



LeRoy, Slike & Co., Osborne-Kemper-Thomas, Vernon Co., Ready Reference Publishing Co. Vigorous salesmanship has made these names familiar to buyers.

**Desk equipment:** Grouped here are letter openers of plastic and various metals, paperweights in many materials, blotter pads, boxes to hold correspondence, pencil caddies, etc. Except for Bates phone indexes, and Brown & Bigelow matched sets, brands were lacking.

**Ashtrays:** In china (by Lenox), silver (by Tiffany), or volume-priced plastic, ashtrays are perennial choices. They may cost a little or a lot. With none outstanding, additional brands included New Hyde Park, Balfour, Osborne-Kemper-Thomas, Brown & Bigelow, Houze Glass, Colson.

**Briefcases, portfolios:** Stein Bros., Shedd-Brown Co., Columbia Plastic, and Geiger Bros. comprised the names jotted down. Costly cases, as a rule, are contest prizes or anni-

For Christmas remembrances that will be happily accepted and long appreciated

SEND UNIQUE GIFT ASSORTMENT OF  
**JOAN & ARC**  
AND

**PRIDE & ILLINOIS**  
CANNED VEGETABLES

Long famous for unusual quality and flavor



For a detailed, full-color brochure—and order blank—send request on your company's stationery to:

**GIFT BROCHURE**  
ILLINOIS CANNING COMPANY  
HOOPESTON, ILLINOIS

- 4 Special Assortments
- In each, 12 large cans of delicious vegetables
- Attractively gift boxed



Design #1730 Candy Dish in 22 carat Gold Tweed Glaze.



Design #702 Cigarette Box-Ashtray, matching #813 Lighter in 22 carat Gold Tweed Glaze.



Design #1723 Executive Ashtray in choice of 3 compatible glazes.

For prices, discounts and pertinent information mail inquiry soon as possible to:

*Business Gifts Dept.*  
**Edwin W. Lane Co.**

32 W. Randolph St.  
Chicago 1, Ill.

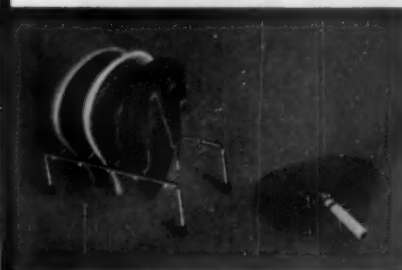
**Haeger**  
*handcrafted* ARTWARE

for Business Christmas Gifts?

...yes, if you act now.

While Haeger is known world wide as "the Great Name in American Ceramics", its popular line of handcrafted art-ware has never before been available individually packed, subject to business discounts for use as Christmas gifts. This fact alone eliminates your annual problem of finding something different within your price range.

This service, until our capacity is exhausted, is available to you under several alternates—(a) we enclose your card and mail, (b) bulk shipment to you, (c) special arrangement to suit your requirements.



Design #113 Ashtray Set glazed in assorted colors.

**A Special Treat That the Whole Family can Enjoy.**

**MAMMOTH  
PECAN HALVES**

in Attractive Transparent Gift Package

**GIFT PACKAGES**

5 lb. Gift Package	\$11.00
3 lb. Gift Package	\$ 7.50
2 lb. Gift Package	\$ 5.50
1 lb. Gift Package	\$ 3.00



All prices prepaid delivered  
West of Mississippi add 15c per lb.

**ROOS QUALITE PECAN COMPANY** P. O. Box 367 Savannah, Ga

versary presents; employees — particularly salesmen — are the chief recipients.

**Rulers, slide rules:** Lufkin and Barlow shared the only mentions by name. "Brass rulers," "sterling rulers," and "slide rules" prevailed.

**Miscellaneous:** Duofast pocket staplers, desk models; T-squares; clipboards; giant paper clips; and boxes to hold odds and ends rounded out on-the-job presents.

E. Liquor, wine, beer      Mentions  
140

Canadian Club outdistanced competitors once again. Old Grand-Dad and Seagram's were neck and neck, with practically equal mentions.

Evidently believing that whiskies of the same price are the same grade, numbers of respondents said, "Any good brand." Enough of them had definite knowledge, however, to name the following:

For Scotch, Ballantine was preferred; Haig & Haig next; Cutty Sark third. Also, Black & White, J & B, King's Ransom, Johnnie Walker, White Horse were on a par.

Domestic brands were headed by Fleischmann's and Hiram Walker. Others: Jack Daniel's, Early Times, Four Roses, Glenmore, Old Fitzgerald, Old Forester, Old Hickory, Sherbrook, and Virginia Gentleman.

Taylor wines and champagne, Italian Swiss Colony champagne, and Harvey's Bristol Cream sherry drew multiple mentions.

Corporate gift-incentive buyers patronized farmhouse kitchens and titans of industry. Listed below are the 25 firms they best remembered:

#### Most-Mentioned Brands

Armour hams, turkeys, bacon  
Brown & Bigelow desk equipment  
Canadian Club whiskey  
Collin Street Bakery fruit cakes  
Corning cookware

## NEW! Golf SEE-BRELLA<sup>(TM)</sup>

clearly—the greatest gift for any all-weather golfer or sports fan!



Magnificent gift for every V.I.P. on your Christmas list! Brand new, truly distinctive! Our exclusive new Golf SEE-BRELLA is a giant "picture window" you look through, not under; helps you follow the ball clearly on rainy fairways. Made entirely of crystal-clear, heavy gauge vinyl, 52 inches wide! Shakes dry, can't get soggy. Has rugged 16-rib aluminum windproof frame with easy-grip wood-ball handle, and protective vinyl sheath case. Closes to 35" length, fits in any golf bag, stows neatly in your car. Ideal for rainy football games; also for gardening, fishing, boating, or as a home "doorman's umbrella".

Write for Free Catalog and Quantity Discounts

Postpaid **\$10.95** ea.

Exclusively—

**BRADFORD'S, INC.**

BOX 535-S6

ENGLEWOOD, N.J.

# Stakmore

TOO BEAUTIFUL TO FOLD—  
BUT IT DOES.



Complete sets  
from \$60.

Write for the name  
of nearest dealer.

STAKMORE CO., INC., 200 MADISON AVE., NEW YORK 16



### Talmadge Farms COUNTRY CURED HAMS

You just can't beat a good, honest country ham as a gift. We slowly cure and age ours right here on the Farm. Friends say they're the best they ever tasted. Shipped with your greeting in handsome gift box, 10 to 18 lbs., \$1.25 per lb., ppd, anywhere in U.S. Send for folder; order one ham today for your appraisal and own pleasure. Send entire list early. TALMADGE FARMS, LOVEJOY, GA.

Eastman Kodaks, movies  
 General Electric appliances,  
 radios, TV, hi-fi  
 Hamilton watches  
 Hamilton Scotch coolers, grills  
 Harry and David fruits  
 Libbey glassware  
 MacDonald gift catalogs  
 Maritz gift catalogs  
 Nascon diaries  
 Polaroid cameras  
 RCA radios, TV, stereo  
 Select-A-Gift catalogs  
 Sheaffer pens  
 Smucker's jams, jellies  
 Swift hams, turkeys  
 Sylvania radios, TV, hi-fi, stereo  
 Tiffany silverware  
 Wisconsin Cheeseman cheese  
 Zenith radios, stereo  
 Zippo lighters

#### Other Multiple Mentions

Airguide weather instruments  
 American Heritage subscriptions  
 Anchor Hocking glassware  
 Arpege perfume  
 Ballantine's Scotch  
 Bar S hams

*For Gift-Giving  
 the DETECTO '99'  
 is smart, modern,  
 enduring. In use  
 the year round.*



*In white, black, pink,  
 yellow. Chrome-trim  
 \$10.95. Brass-trim \$12.95.  
 For quantity discounts  
 write: DETECTO SCALES, Inc.  
 540 Park Avenue, Bklyn, N. Y.*

SEPTEMBER 10, 1960

## A MINT O' GOOD BUSINESS! A MINT O' GOOD CHEER!

### AWAY WITH COMPLICATED SHOPPING LISTS!

Here's an easy, inexpensive way to create good will for you and your business. A thoughtful gesture . . . Wallace "Sweets" . . . for your customers, associates, employees and friends. Everyone it **pays** to remember!



## Wallace CHOCOLATE MINTS

NEW YORK Individually Enveloped

Gift each with a box or two of the famous Wallace Wafer-Thin Mints—crisp-chocolate covered . . . lavishly flavored and flavored with piquante mint. Invaluable during this entertaining season. Wives will thank you . . . husbands will thank you 'cause their wives will thank them!

(We've happily serviced business firms, banks and insurance companies.)

SEND FOR YOUR **FREE** SAMPLES AND PRICE LIST, TODAY!

**WALLACE** *Quality Candies Since 1870*

460 SMITH STREET • BROOKLYN 31, NEW YORK • TELEPHONE: ULSTER 5-6520

**STUCK FOR AN IDEA?** Check special Product Index  
 in the back of this issue, Page 173

### GIVE EXCLUSIVE HOUSE OF WEBSTER GIFTS

#### Electric SKILLET

The American Heritage electric camp skillet that "fed the West." Cast iron for finest cooking . . . thermostatically controlled temperatures up to 475°. With self-basting lid, skillet is 2½" deep by 12" diameter. For home patio or kitchen, summer cottage or cabin. And it's quite a conversational piece.

**\$32.95**

F.O.B. Rogers



#### Intriguing Treatment of CHURN & APPLE BUTTER



We mail Dasher to your friends a few days in advance of churn's arrival . . . fires the imagination. Stoneware churn filled with thick apple butter, and accompanying booklet recaptures memories of old days. 4¾" diameter and 7" tall; churn holds 3 lbs.

**\$3.95**

F.O.B. Rogers



THE HOUSE OF WEBSTER

"Old Fashioned Gifts"

BOX 5

ROGERS, ARKANSAS





*A Gift in the Tradition of*  
**AN OLD-FASHIONED  
CHRISTMAS**

**BLUBAUGH'S  
BRANDY-SEALED  
FRUIT CAKE**



5 & 3 lb. cakes in beautiful decorated tin boxes, as shown. 2 lb. in decorated metallic oblong box

**42 CHOICE INGREDIENTS**

A very moist fruit cake of honey-golden color, smooth texture, delightful mellow flavor. Rich in butter and eggs—with 42 choice ingredients, including fancy imported citron; Hawaiian pineapple; golden, tender figs; tempting dates; large, solid New York State cherries; Northern Texas pecan meats, and a mild blend of imported spices.

**SEALED AND AGED IN BRANDIES**

These perfect steam-baked cakes are sealed and aged with Government Bonded Brandies to enrich and preserve their delicate flavors.

PRICE: 5 lb., \$10.50, 3 lb., \$6.50, 2 lb., \$2.45. Postpaid to any point in the U.S.

**IDEAL PERSONAL AND INDUSTRIAL GIFT**

Write or Call for Quantity Discounts | To be assured of properly aged cakes, orders should be in by October 25th

**BLUBAUGH BAKERIES**

500 CAROLINA STREET

P.O. BOX 5295

CHARLESTON 1, W. VA.

Telephone: Dickens 3-5109

**The 'Perfect' Executive Gift**

No Plug In!  
No Aerial!  
No Ground!

AS LOW AS  
**\$14.95**

The Falcon

**PERSONALIZED  
ALL-TRANSISTOR  
Table-Model Radio**

Made in U.S.A. NED HALL

No matter how many radios one may have, he can always use another for his or her office, den, bedroom, kitchen or to take along on the road.

The Falcon is an EXTRA SPECIAL radio. Made in the United States, the Falcon is a high quality radio that operates for 6 months on ONE standard D-6 battery. It's available in IVORY, BLUE, BEIGE or PINK ... and

you may choose all one color or an assortment at no extra cost.

**EACH RADIO INDIVIDUALLY PERSONALIZED**

On each radio ordered, the individual name of your customer ... or your company name or logo will be embossed in gold in the space indicated at no extra cost. Each radio is individually GIFT PACKAGED and is shipped with a BURGESS battery installed ... ready-to-play the instant it is opened.

**RUSH ORDER COUPON**

**INEXPENSIVELY  
PRICED**

1 to 5	\$17.95 ea
6 to 11	16.95 ea
12 to 23	15.95 ea
4 or more	14.95 ea

WINSTON SALES, 4100 W. Grand Ave., Chicago 51, Ill. Dept. 5M 9

Please RUSH the following order for \_\_\_\_\_ PERSONALIZED Falcon

Transistor radios. I understand if I am not completely satisfied, I may return them for a full refund of purchase price.

- ☐ Please personalize each radio with the individual or company names on the attached list. Names are opposite selected color.
- ☐ Please ship and bill the company whose name appears on the enclosed letterhead.
- ☐ Enclosed please find \$\_\_\_\_\_ in full payment.

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

BY \_\_\_\_\_

Benrus watches  
Biltmore tables  
Bronzini ties  
Bulova watches

Cannon towels  
Carvel Hall cutlery  
Changing Times subscriptions  
Congress playing cards  
Cook's chocolate  
Cosco tables, furniture  
Cutty Sark Scotch

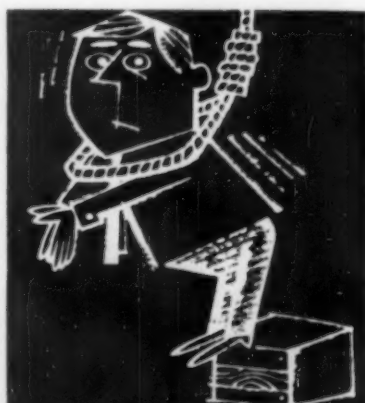
Jack Daniel's whiskey

Eversharp pens

Faribo blankets, robes  
Fleishmann's whiskey  
Fortune subscriptions  
Four Roses whiskey  
Fox turkeys

Gerber cutlery  
Gorham silverware  
Graber olives

Haig & Haig Scotch  
Hammond atlases, books  
I. W. Harper whiskey  
Harvale ties  
Harvey's Groves fruits



**HAVE YOU CHECKED WITH  
POLO PLASTICS?**

In the design and fabrication of flexible film/vinyl plastics—such as premiums, ad specialties, components and packaging—Polo Plastics is yet to be baffled. Polo designers and production engineers do things with flexible film vinyl that meet the highest standards. They can stitch, zip, sew, hem, weld, snap, print in any size or shape, in an array of colors, gauges and textures. Whether your problem is unique or simple, depend on the versatility and practical know-how of Polo Plastics.

SEND US YOUR PROBLEM OR SPECIFICATIONS FOR ANALYSIS, ESTIMATE AND SAMPLE SWATCH BOOK



**POLO plastics co.**

1218 N. 1st St. Milwaukee 12 Wis. Dept.

**SALES MANAGEMENT**



Put Your Name  
In Your Customers' Hands

**6-PIECE  
SCREW-  
DRIVER  
SET**

**89¢**

in lots  
of 125

6-piece screwdriver set in durable plastic kit containing your 5-line imprinted sales message and trademark. Used in home, shop or car. 5 screwdriver bits of hardened, tempered steel fit into interchangeable, shockproof handle.

125.....89¢    576.....85¢  
268.....87¢    1152.....79¢

Sample on request

**FREE! 40-page catalog**  
listing over 250 proven  
executive gifts and ad-  
vertising specialties.

R. Frank Advertising Specialties, Inc.  
253-2 Center St., Williston Park, N. Y.

**An appreciated gift!**



SPORT-able, PORT-able

**Fiesta**

**ICE CHEST**

Light but sturdy • Insulated  
Lined with Royalite®  
Separate Food Tray

**\$17<sup>95</sup>** Retail—Quantity prices available

**IGLOO** • Memphis 18, Tenn.  
Write for Free Folder

SEPTEMBER 10, 1960

Harvey's Bristol Cream sherry  
Hormel hams  
House of Webster jams, jellies  
Howe tables

International silverware  
Italian Swiss Colony champagne

Jones Dairy Farm food assort-  
ments

Kaukauna Club cheese

Kem playing cards

Kirk's Christmas trees, ever-  
greens

Knott's Berry Farm jams, jellies  
Koch furniture

Maplecrest turkeys

Maytag cheese

McGregor sweaters

Motorola radios, TV

National Geographic subscrip-  
tions

Norelco shavers

Old Grand-Dad whiskey

Old Fitzgerald whiskey

Osborne-Kemper-Thomas glass-  
ware

Oster appliances

Paper-Mate pens

Parker pens

Philco radios, TV

S. S. Pierce food assortments

Priester pecans

Prince Gardner billfolds

Rand, McNally atlases

Rath hams

Ray-O-Vac flashlights, lanterns

Reader's Digest subscriptions

Remington shavers

Ronson electric shoe polishers

Salton Hotrays

Saturday Evening Post subscrip-  
tions

Schick shavers

Seagram's whiskey

See's candy

Shaw-Barton cutlery, carving  
boards

Shedd-Brown briefcases

Sports Illustrated subscriptions

Russell Stover candy

Swiss Colony cheese

Sylvania radios, TV, hi-fi, stereo

Taylor wines, champagne

Seth Thomas clocks

Van Heusen shirts

Hiram Walker whiskey

Johnnie Walker Scotch

Ward's fruit cakes

Waring blenders, drink mixers

Warther cutlery

Wendell August Forge trays

West Bend cookware

Whitman's candy

Zenith radios, stereo

**A Gift of fine  
South Bend  
fishing tackle  
will be the  
most unexpected  
delight  
of his day!**

How many men on your gift list are  
among America's 30 million fisher-  
men?



Choose Special Gift Selections In  
All Price Ranges — From Our New  
1961 GIFT CATALOG.

**Be warned:** when this gift is delivered  
across his desk, business comes to a  
screeching halt. No other gift so irre-  
sistibly says, "Enjoy yourself!" as fine  
tackle crafted by South Bend . . .  
prized by fishermen for over 60 years.  
Our new gift catalog pictures a wide  
selection of tackle and accessories—  
from inexpensive, but greatly admired  
presentation sets of famous South Bend  
lures — to superb matched rod and reel  
outfits. This handy gift idea book is  
yours for the asking.

SEND THIS COUPON FOR YOUR FREE  
CATALOG



**South Bend  
TACKLE COMPANY, INC.**

6710 N. Lincoln Ave., Chicago 45, Ill.

Please send me the free 1961 South Bend Gift  
Catalog.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

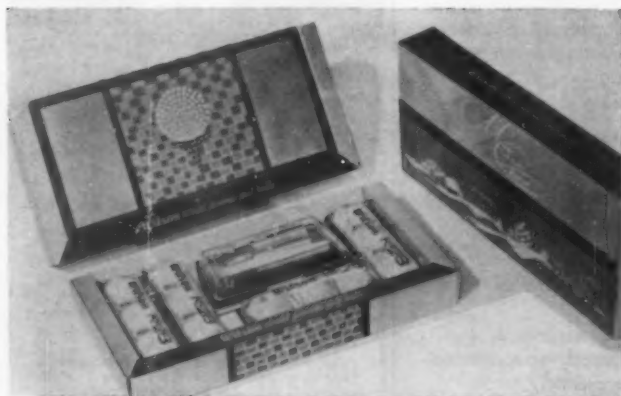
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



◀ HOLLY TREELETS may be transplanted outdoors. "Knight" (r.) pollinizes deep green "lady" (l.) and cream-and-green "lady" (c.), causing them to bear red berries. Will grow anywhere roses grow for years to come. Family of three, \$10 in quantities; single tree, \$4. Sunset Mountain Holly Farm, St. Helens, Ore.

# Gift Gallery

... Substantial—\$10 to \$20



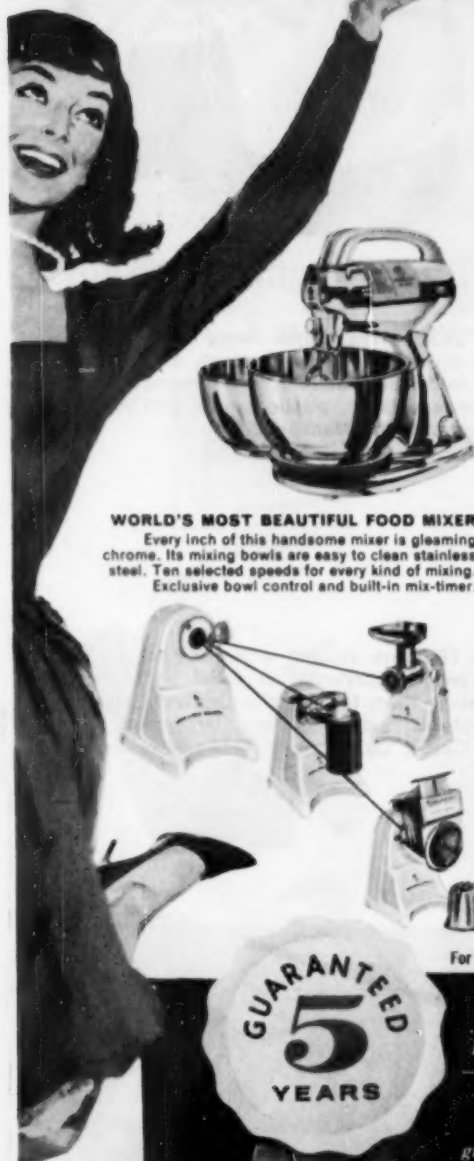
▲ FAMOUS Wilson K-28 golf balls in gift pack with a Schick safety razor and blades for your golfing friends. Complete with a dozen balls, \$14.75. Wilson Sporting Goods Co., 2233 West St., River Grove, Ill.



► YOU SEE the picture full size before it's snapped with the Cadet Reflex. Takes 12 exposures on 127 film; features simplified color and b. & w. settings; plus double-exposure prevention. Camera, flash unit, 4 bulbs, 2 rolls of film: \$15.95. Camera alone: \$10.75. Ansco, Binghamton, N. Y.

SALES MANAGEMENT

# "SPECTACULAR"



**NEW  
SUPER  
MIXETTE**  
portable mixer

The lightweight mixer with extra power—This Super Mixette is feature-packed, with switch, speed control, beater ejector button all in easy thumb-reach on handle top for one-hand operation. New larger beaters for more thorough, faster mixing. New detachable cord. Available in White, Pink, Yellow, Turquoise.



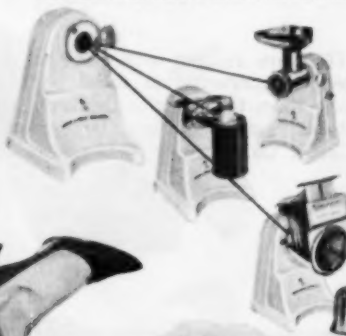
**WORLD'S MOST BEAUTIFUL FOOD MIXER**

Every inch of this handsome mixer is gleaming chrome. Its mixing bowls are easy to clean stainless steel. Ten selected speeds for every kind of mixing. Exclusive bowl control and built-in mix-timer.



**HAMILTON BEACH  
COFFEEMAKER**

Slim, tapered elegance in stainless steel. Completely immersible. Brewing temperature pre-set for 2-9 cups of perfect coffee every time. Automatically keeps coffee hot.



**HAMILTON BEACH  
FOOD CONVERTER—  
AN AMAZING NEW  
3-IN-1 APPLIANCE**

One power unit operates all three. Easy snap-on salad maker, meat grinder, or can opener—does all 3 jobs electrically! Power unit and attachments individually packaged.



**HAMILTON BEACH  
TOASTER**

Fashion styled and kitchen tested. Convenient wide slots and high-lift mechanism lets you toast any shape or size of bread slices, muffins and waffles. Hinged crumb tray.

is  
the  
word  
for  
business  
gifts  
by

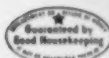


For information and prices write Hamilton Beach, Dept. SM1, Racine, Wisc.

Quality  
products  
—insured  
by this  
5 year  
guarantee  
in  
writing

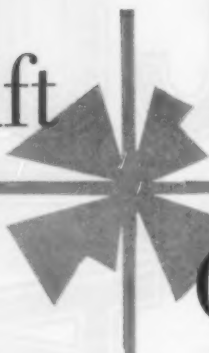
## HAMILTON BEACH®

*Custom appliances made by people who care*



© 1960 "HAMILTON BEACH" is a registered trade mark of SCOVILL MANUFACTURING COMPANY, Racine, Wisconsin and St. Mary's, Ontario, Canada

Gift



Gallery



▲ SPOUTLESS coffee maker never drips. No moving parts, no valves to clog; easy to clean. Light glows when coffee is ready. Brew selector, from strong to mild; 2-8 cups; aluminum finish, plastic handle. \$19.95. Westinghouse Electric Corp., Mansfield, Ohio.



◀ WARM FEET are assured with these socks. Battery, worn on belt, is connected to socks by featherweight wires, making them tiny electric blankets. Fireman-red color; washable; small, medium, large sizes. \$15.95. Northern Electric Co., 5224 N. Kedzie Ave., Chicago 25.

► GLEAMING sterling silver is combined with jet black plastic in the Social Secretary. White-lettered index cards lift cover. Removable cards for names, addresses, phone numbers. May be engraved, as pictured. 6 $\frac{3}{8}$ " x 4 $\frac{3}{4}$ ". \$16.50. The Gorham Co., Providence 7, R.I.





# Announcing a new executive gift service from **VAN HEUSEN**

You won't have to lift a finger this Christmas—or on any other occasion for important giving—because Van Heusen's new Executive Gift Service is a *complete* service, with all the trimmings. You furnish us with the name of the recipient. Van Heusen does the rest. Here's how it works:



1) To each person named by you, Van Heusen will send a *handsome Gift Certificate* together with a copy of our newest *Gift Catalog* in full color.



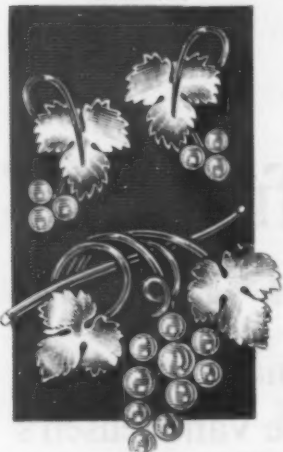
2) He then *makes his own choice* from 64 great gifts of Van Heusen men's wear. He can select a gift of three items (cost to you \$9.75; retail value approximating \$15), two items (cost to you \$6.50; retail value approximating \$10), or one item (cost to you \$3.25; retail value approximating \$5).



3) Each prize is then drop shipped to recipient in a special gift box containing an appropriate greeting card. (No extra charge to you.)

For additional information, write now to:  
PREMIUM SALES DIVISION  
**PHILLIPS-VAN HEUSEN CORP.**  
417 FIFTH AVENUE, NEW YORK 16, N. Y.

Earrings \$17.50 Brooch \$27  
Cultured Pearls



## A GIFT THAT WILL BE LONG REMEMBERED

If you wish to send gifts that your most valued business friends will always treasure, consider fine jewelry by Krementz.

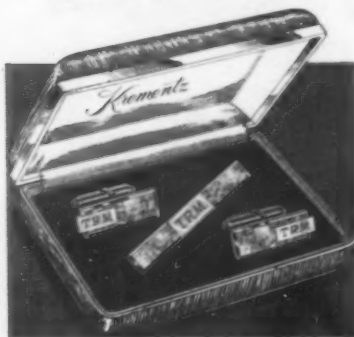
Krementz Jewelry is made with a heavy overlay of 14Kt. gold that is 30 to 40 times thicker than that used on ordinary electroplated jewelry, so that it has all of the warm beauty and much of the wearing quality of solid gold.

People know and appreciate these distinctive Krementz qualities through 50 years of national advertising.

The new Krementz catalog shows hundreds of exquisite new designs for both ladies and men... why not write for it? The prices listed are the advertised retail.

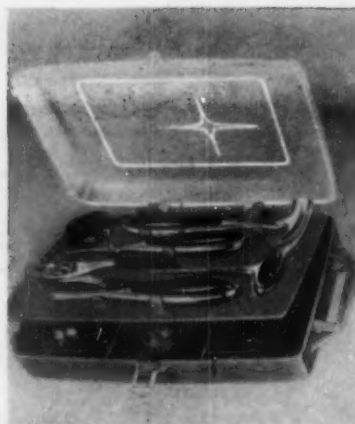
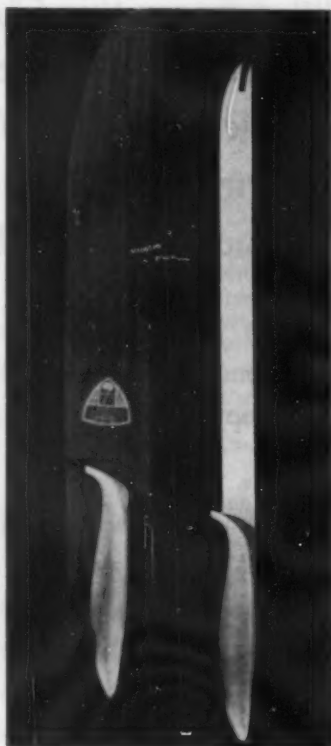
For substantial large quantity discounts contact your local jeweler or write directly to  
KREMENTZ & CO., NEWARK 1, N. J.

*Krementz*  
14 KT. GOLD OVERLAY



Cuff Links \$10 Tie Grip \$6.50

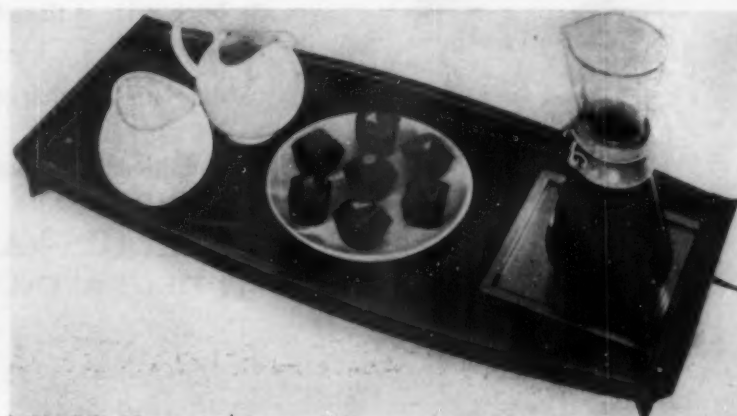
▼ **COSTLIEST STEEL** ever used in cutlery goes into Gerber Legendary Blades. Made entirely by hand. Pictured is the Snickersnee, 10" carver-server, in a solid walnut scabbard. \$14. Gerber Legendary Blades, 1305 S.W. 12th Ave., Portland 1, Ore.



▲ **LADYFINGERS** tools are of chrome-plated steel, black plastic handles, designed especially for women. Transparent cover. Hammer, screwdrivers, pliers, awl, tape measure, plus nine tilt-out trays with screws, nails, etc. 12" x 6 3/4". \$19.95. William Thomas & Sons, Inc., Ridgefield, N. J.

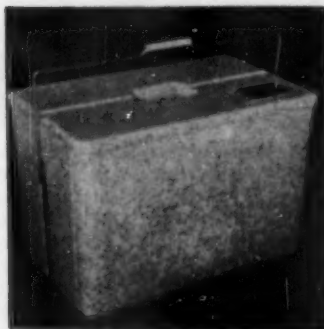
Gift  
Gallery

▼ **WARM END** of Hotrayette keeps coffee or teapot at tasty temperature. Rest of surface holds sugar, creamer, and cold snacks. Grained walnut; easy-to-grasp handles. Size: 25" x 11"; shatterproof, radiant glass heating area; AC. \$14.95. Salton Mfg. Co., 519 E. 72nd St., New York 21, N. Y.

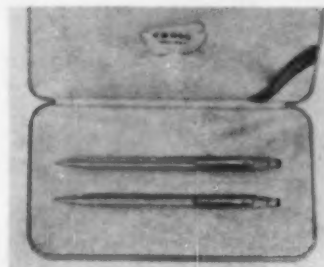




▲ **SMOOTH** to the touch, leather-covered accessories are designed for desk or den. Front row, l. to r.: glass-lined tobacco humidor, \$22.50; ashtray, \$15; table model lighter, \$12.50. Rear row, l. to r.: Pyrex glass-lined decanter, \$25; round cigarette box with top, \$15; oval desk box, \$15. A. Stein & Co., 1143 W. Congress Parkway, Chicago 7, Ill.



▲ **LIGHTWEIGHT** picnic cooler is only 48 oz., holds 26 quarts of drinks or foods. High-insulation plastic keeps ice cubes or warm foods for days. Unsinkable, will double as life preserver. In blue or tan. \$11.95. Weber Plastics, Inc., Stevens Point, Wis.

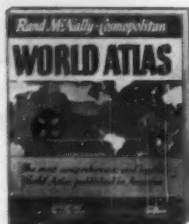


▲ **PRESTIGE** writing set comes in leather-covered presentation case. Pen and pencil are 14-K. gold-filled, trim and balanced for writing ease. \$17.50. Pen or pencil alone, \$8.75. A. T. Cross Company, 1058 Broad Street, Providence 5, R. I.

SEPTEMBER 10, 1960

## RAND McNALLY ATLASES & GLOBES

DELUXE GIFTS AND PREMIUMS  
HANDSOME AND USEFUL FOR HOME AND OFFICE



1. **Road Atlases, Deluxe Edition**—All new for 1960—the distinctive *useful* gift welcomed by everyone everywhere. Handsome deluxe binding. Beautiful full-color easy-to-read reliable maps. The standard guide for business and pleasure driving throughout the United States, Canada, and Mexico. retail price.....**\$3.95\***

2. **Executive World Globes**—The finest, best-designed globe available with 24 karat gold plated meridian and base, hand-mounted globe ball in beautiful colors. The ultimate in quality and style. Each globe is securely packed in elegant, pure white carton with gold dusted imprint.  
non-illuminated model.....retail price.....**\$37.50\***  
illuminated model.....retail price.....**\$50.00\***

3. **Cosmopolitan World Atlases**—America's most distinguished atlas which has set new standards of beauty, coloring and readability of type. Over 400 pages, 155 in full color. A flattering gift... an impressive premium. Available also in deluxe leather bindings, personalized and boxed on order. Bound in buckram, retail price **\$14.95\***

**\*WRITE FOR DISCOUNTS ON QUANTITY ORDERS**

### RAND McNALLY & COMPANY

P.O. BOX 7600, CHICAGO 80, ILL. • 405 PARK AVENUE,  
NEW YORK 22 • 423 MARKET STREET, SAN FRANCISCO 5

*Truly the World's Finest . . .* **"SUN FED" HONEY, MARMALADES, JELLIES, PRESERVES, TEMPLE ORANGE CHUTNEY** Home-made for the **Quality Trade . . .**

*88% of Customers Re-Ordered on ONE Appeal!*

- Customers Include World "Greets", Famous Dining Rooms, Big Industrial Corporations
- Featured Editorially in National Magazines

"SUN FED" Marmalades, Jellies, Preserves and Temple Orange Chutney are made from our own home grown, fully matured, hand-picked, hand-washed fruits. Cooked in limited quantities at a time in order to retain the delicate flavor lost in hurried mass-production. Sweetened with our own honey, no preservatives, no added color.

"SUN FED" 100% Pure Raw Virgin Honey—organically produced in the best natural areas, where our bees are located amongst the flowers we want them to "work" and where the natural pollens are free from commercial sprays, insecticides and other tainting agents.

In glass jars, Cases or in Attractively Packaged Gift Assortments

Prices: \$2.85 to \$25.  
Please write for Descriptive Booklet and Price List. THANK YOU

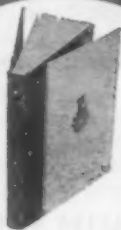
### SUN FED HONEY COMPANY

SHANGRI-LA GROVES BEE RIDGE, FLORIDA PHONE WABASH 7-2267

Established in this same location since 1940  
References: Chamber of Commerce & Citizens Bank Sarasota, Florida



## How to win friends and influence sales



*Profit by  
**HAMMOND**  
premiums—their  
proven success is  
your guarantee . . .*

Television sets, tires, cereals, candy bars . . . Hammond premiums have helped sell them all! Popular Hammond products are excellent for inexpensive giveaways, traffic builders or self-liquidators. The Classic World Atlas and convertible globe are only two examples of prestige items that succeed as salesman and dealer incentives.

For complete information about Hammond's wide variety of in-stock premiums, or a Sales-Building Plan designed specifically to fit your needs, write J. T. McManus, Manager, Sales Promotion Div.



**C. S. Hammond  
& Company**



▲ **CARTFUL:** Loaded with smoked rainbow trout pate, tiny peeled shrimp, crab meat and salmon spreads, foi gras with truffles, cocktail water biscuits, etc. Empty, the insulated cart holds ice. Brass wheels and bells. \$17.50, plus delivery. Fraser-Morris & Co., Inc., 872 Madison Ave., New York 21, N. Y.



▲ **HARDWOOD** bridge or dining table, 30" square, folds for storage. In mahogany, ebony, tawny, or honey finish. \$14.95. Matching chair is Danish Modern design; upholstery in wide choice of colors. \$14.95 each. Stakmore Co., Inc., 200 Madison Ave., New York 16, N. Y.

SALES MANAGEMENT



## Gift Gallery

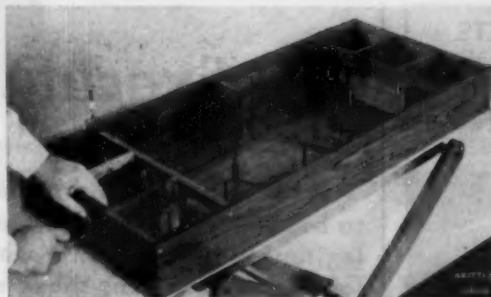


▲ **FIVE-YEAR** guarantee is unconditional on Tufide briefcase. It is a portable desk: front opens out flat or folds back to provide a writing surface. Four expanding pockets, and two for papers, memos, etc. Solid brass lock. In tan or brown, \$12. Stecco Products, 1401 Jackson Blvd., Chicago 7, Ill.



▲ **7 SWEETS & 7 SOURS**, traditional with Pennsylvania Dutch, are all in re-use basket. In the 25-lbs. of farm-kitchen delicacies are apple and peach butter, chow-chow, pickle snitz. Made in small quantities. \$14.50. Grandma Good, Ottsville, Bucks County, Pa.

SEPTEMBER 10, 1960



For the customer  
who has everything  
— but

## SKITTLES

Fun for two to six  
players of all ages,  
and many kibitzers.

A solidly built game of beautiful Kentucky walnut wood finished with clear lacquer, 18 1/2" wide, 46" long and 5 1/2" deep. Place on level table or on our space saving folding stand. The Skittle Game comes complete with pins, spinners and instructions.

**Skittle Game** — \$29.00, prepaid East of Denver, Colorado  
31.00, prepaid, West of Denver, Colorado

**Skittle Game and  
Folding Stand** — \$47.75, prepaid East of Denver, Colorado  
51.75, prepaid West of Denver, Colorado

**BEREA COLLEGE STUDENT INDUSTRIES** DEPT. 3, Berea, Kentucky

## All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversaries
- Retirement and Wedding Gifts
- Remembrances

Prices range from modest to luxurious, to match your budget.

See p. 60 for the start of this big product parade.

## FLORIDA ORANGES

SWEET—FRESH—JUICY

Our oranges, grapefruit, and tangerines are grown under the most favorable conditions. When packed, each gift box is decorated with sprays of kumquats. With each shipment, a card is mailed giving the name of sender, size of package, contents, and a request that we be notified if package is unsatisfactory in any way upon arrival. Giving is a pleasure to the sender and receiver when you send **FRUIT** packed by **FORREST B. STONE**. Send your list of names promptly for the Christmas shipments. We cannot guarantee delivery of orders mailed after December 31st.

No. 1-O	90 lb. box oranges 1-3/5 bu.	express prepaid	\$12.00
No. 1-O.G.T.	90 lb. box 1/2 or, 1/4 grapefruit, 1/4 tangerines	" "	12.25
No. 1-DX	90 lb. Delux pack of assorted fruit, marmalade, jelly, citrus candy, honey, and pecans	" "	14.50
No. 3-O	55 lb. bushel oranges	" "	9.00
No. 3-O.G.	55 lb. bu. oranges and grapefruit	" "	8.80
No. 3-DX	55 lb. Delux pack of assorted fruit, marmalade, jelly, citrus candy, honey, and pecans	" "	11.25
No. 4-O	30 lb. 1/2 bushel oranges	" "	6.25
No. 4-O.G.	30 lb. oranges and grapefruit	" "	6.15
No. 4-DX	30 lb. Delux pack, marmalade, jelly, nuts, honey, and candy	" "	8.40

To avoid delays, type or print address and enclose money order or check with order. For a greater variety of gift packs, write for more information. Prices include express charges to your nearest express office in states south of Canada and those bordering the Mississippi River. Add 15% to our delivery price for other destinations in U. S. Add 20% in Canada. No shipments accepted to California or Arizona.

**FORREST B. STONE**, P.O. Box 397, Maitland, Florida

References: Dunn & Bradstreet; First National Bank, Winter Park, Florida  
Express fruit shipper since 1920 Phone: Winter Park, FL 7-3837

## GIFT MANICURE SETS

For the Lady —  
SETS IN STUNNING FABRICS  
For the Gentleman —  
SETS IN SUPERB LEATHERS

CUSTOM SETS  
from \$3.00 to  
\$30.00 Retail



WRITE TODAY FOR COLORFUL  
BROCHURE AND PRICE LIST

**C. J. BATES & SON, INC.**  
Manufacturers Since 1873  
CHESTER, CONNECTICUT

**GOOD  
NIBBLING!**

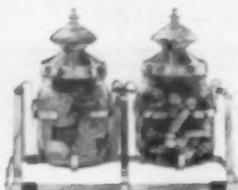
at  
Christmas . . . and  
a year-round reminder of  
your thoughtfulness to Ex-  
ecutive or Office Boy!

### TRAPEZE COACHMAN SNACK JARS

Mounted on swinging  
brass pedestal for easy  
nibbling. Air tight brass  
top.

Single, 4.00

Keeps Chips,  
Nuts, Candy,  
etc. vacuum  
fresh. Makes  
a decorative  
and useful  
piece in any  
room!



Double, 7.00  
Triple (not illus.), 10.00

Clip this handy coupon to  
your letterhead.

FOR QUANTITY  
PRICES

Quantity Single Snack Jars needed .....

Quantity Double " " " .....

Quantity Triple " " " .....

(We gift wrap and mail if desired)

Mail to:

Co. Name:

Title:

**DESIGN FOR GIVING**

"Personal Shoppers for Industry"

5927 Euclid Ave.

Cleveland 3, Ohio

# 912 Executives

When "payola" and bribery of disc-jockeys blared in-  
to headlines, predictions were made that the market for  
legitimate business gifts would plunge downward. Tabu-  
lated survey returns show no trend to abandon this form  
of public relations.

(Continued from page 23)

gifts?, the next question inquired. Respondents could check: "Com-  
pany pays all costs; cost is shared  
by salesmen and company; sales-  
men pay entire cost." Their 150 re-  
plies:

Company pays	88	58.7%
Cost shared	26	17.3
Salesmen pay	36	24.0

Combining the 539 corporate  
gifts with 150 by salesmen results  
in: out of 730 companies, 689  
(94.4%) use gifts. (They may also  
use incentives.) Another 41 (5.6%)  
use only incentives and awards.

Salesmen's gifts, paid for wholly  
or in part by the company, often  
run to considerable sums. Several  
are reported at \$10,000 to \$20,000.

Many salesmen remember cus-  
tomers at their own expense. How  
much they invest in good will is

unknown. Considering the number  
of salesmen, it is probably a large  
total.

Evidently they believe the prac-  
tice is helpful in their daily work.  
A side glance at questionnaires  
from non-users supports that belief.  
As previously mentioned, 182 of  
the companies surveyed bar gifts,  
incentives and awards of every  
type.

Yet of the 182, salesmen of 25  
(13.7%) send gifts at their own cost.

Comment from a Pennsylvania  
sales manager sheds light on why  
sales staffs are willing to foot the  
gift bill:

"We discontinued Christmas gifts  
and greeting cards, much to the  
sales force's disapproval. This had  
on-the-record approval from top  
management of some of our best  
customers.



## "TOP HAT" Brand

Original Tropical Creations. Rare, Exclusive  
and unusual. Quality unquestioned. A compli-  
ment and good taste of the giver, bringing  
delight and pleasure to the recipient.

Consisting of Gift Packs for any occasion, including

GOURMET SPECIALTIES,

TROPICAL TRUE FRUIT SYRUPS, )

PRESERVES and CONSERVES,

FRUIT BUTTERS and SPREADS,

FANCY FRUIT in Heavy Syrup,

BRANDIED FRUITS for the Epicure,

JELLIES, JAMS and MARMALADES

with items ranging from \$1.25 and up. Prepaid

We drop ship, or we will gift wrap, enclose greeting card with name,  
address from your list and mail anywhere in the U.S.

Write for quotations and prices. Quantity discount to business firms.

**J. B. C. Specialties**

P.O. Box 314

Manufacturers and Purveyors St. Augustine, Florida  
VISIT OUR PLANT WHEN IN FLORIDA.

**IMPORTED  
FROM EUROPE**

...gives your business gift that  
sought after memorability!

**MADE IN WEST GERMANY** by Europe's leading manufacturer of fine cigarette lighters, these superbly styled, meticulously crafted lighters and perfume atomizers, in plush gift boxes, make unusually distinctive gifts. The photo doesn't begin to show off their extreme elegance and beauty. Shown, just a sampling of our wide selection of patterns and finishes: a) Consul Table Lighter with long lasting butane gas action . . . suave, sleek, easy to handle design. List \$24.95. b) Consul Butane Gas Pocket Lighters in designs for men and women. List \$13.95 to \$17.95. c) Consul Regular Fuel Pocket Lighters in styles for men and women. List \$5.95 to \$7.95. d) Exquisite Amor Lighter Style Perfume Atomizers by Consul. They look, carry and work like a cigarette lighter, guaranteed leak-proof. List \$5.95 to \$7.95. Also in Sterling Silver for \$18.00. e) Consul Trio Set with Amor Purse Atomizer, matching Lighter and Lipstick Case. From \$15.95. f) Consul Duo Set with Amor Purse Atomizer and matching Lipstick Case. From \$9.95. Write for free catalog and price list on quantity purchases.

Exclusively imported by D. M. W., Inc., 4117 North Kilpatrick, Chicago 41, Illinois



"But, as sales manager, I am sure that our policy has lessened our warmth of approach and understanding with many of the actual buyers. The personal touch was more important than the gift."

#### Incentives for Effort

It's human nature to relish extras—the little bit more than the pay check. Prizes won in contests are long-lasting symbols of ability and hard work. Families take pride in such signs of accomplishment. Friends and neighbors see them, too.

The sales or other contest with merchandise rewards has proved its worth for companies in diverse fields. They whet the competitive spirit.

A Dayton, Ohio, vice president with a \$12,000 budget advises on the proper handling of "merit awards for job performance, an excellent sales tool.

"By all means allow the winners and wives to pick the award. This is about as valuable as the award itself. A catalog of prizes in the

hands of wife and children is a powerful stimulant."

Some firms roll their own contests and catalogs. Most turn the job over to incentive specialists. The latter supply announcements and bulletins, and handsome catalogs in a package deal.

Many catalogs rival Sears or Ward in size. Enticing, full-color pictures show a vast assembly of nationally known products. TV sets, silverware, furniture are side by side with toasters, serving trays and luxury foods.

"Prices" are points won in the contest, which are valued as the company directs. Every contestant can win a small prize, but it takes real plugging to garner the big ones.

To, "Does your firm use merchandise as contest awards or incentives?" the 730 respondents replied:

To employees (inc. salesmen)	181	24.8%
To dealers or distrib. salesmen	115	15.8%
No incentives	469	64.2%

Percentages are more than 100 because of duplication in use.

In other words, out of 730 companies, 261 (34.5%) find contest awards effective.

#### Spent, and Plan to Spend

Last year's Survey asked, "Do you think you will spend more, same, or less for gifts and incentives in 1959 than in 1958?"

Of 727 who answered, 600 (82.5%) said they expected to spend the same or more. This year's investigation shows that they more than fulfilled their plans.

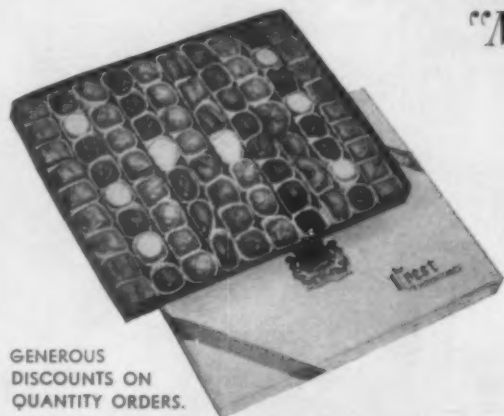
"Comparing 1959 with 1958," read the question, "did you spend for gifts and merchandise prizes more, same, less?" The answers:

More	216	30.5%
Same	380	53.6%
Less	113	15.9%
No. ans.	21	

"More" and "Same" are 84.1% (596) of the total. Actual spending was 1.6% above what had been anticipated.

Next, the Survey sought to learn future plans. "In 1960 do you think

*There is no nicer or more appropriate way to say  
"Merry Christmas" than with*



GENEROUS  
DISCOUNTS ON  
QUANTITY ORDERS.

*Andes* the Peak of all  
*Candies*

#### CREST MINIATURES

Andes prestige package that can be proudly given and will be graciously received. Over eighty pieces to the pound, these delectable miniature chocolates are truly a sublime creation of the confectioner's art. This superb assortment of choice centers is available in all milk chocolate, all dark chocolate or milk and dark combined at 1 lb.-\$2.45, 2 lb.-\$4.85.

#### ANDES CANDIES

4430 N. CLARK STREET, CHICAGO 40, ILL.

Please send complete information and prices concerning Andes Christmas Gift Assortments to:

Name ..... Title .....

Co. Name .....

St. Address .....

City ..... Zone ..... State .....



you will spend more, same, less?"  
Responses from 710 indicated:

More	144	20.3%
Same	441	62.1
Less	125	17.6
No ans.	20	

Again, "More" and "Same" are in the majority: 82.4% (585). Those planning to spend less increased by 1.7% (12), but were counter-balanced by the increase in "Same," from 53.6% (380) to 62.1% (441).

Executives reported their plans in March and early April. Generally they place orders in the last quarter of the year. Between March and the last quarter, decisions may shift. Only a fortune-teller would predict what those decisions will be. However, on the evidence, future sales ratings for gifts and incentives seem bright.

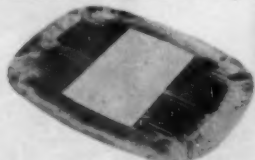
A Manhattan manager of corporate public relations tells why his \$8,000 gift budget will be increased, and thereby expresses a widely held opinion:

"While we are cognizant of the

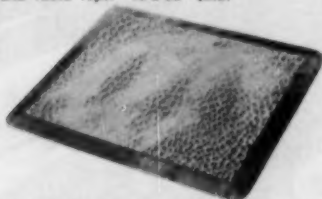
for memorable gifts

## ...BUNA-WOOD

To please wives, too, give Buna-Wood table accessories. They're loaded with practicality... and speak well of your taste. Unusual wood-grain, textured rubber blends with any decor.



DANISH SLICING MAT with tuffite inlay for perfect slicing surface... protects both cutlery and table tops. 10-B-02 \$3.69



META-CHROME MAT has pebble-grain aluminum surface, in either copper or silver finish, set in heat-safe rubber. Protects any surface from hot-dish damage. Fit for the banquet table. 15-B-35 (Designate copper or silver) \$4.95

For complete information and quantity prices on these and other fine gifts, write:

Dept. B, Pretty Products, Inc.  
Coshocton, Ohio

SEPTEMBER 10, 1960

## KASHMIR CARVING SET FROM INDIA

A prestige gift imported from India that looks many times its cost. Consists of hand-wrought steel carving knife and fork with brass trimmings, made in exact replica of 14th Century Kashmir weapons that fit into intricately carved walnut case.

12.....	\$6.95	72.....	\$6.25
36.....	\$4.50	144.....	\$5.80

FREE! 40-Page Catalog  
listing over 250 proven executive  
gifts and advertising specialties.  
Please request on your letterhead.

**\$6.95**

in lots of 12

R. Frank Advertising Specialties, Inc.  
253-3 Center St., Williston Park, N. Y.

## Give One of the World's Outstanding Prestige Havanas

Regular  
45c each

Save more  
than 17c each

*Raymond Mitchell*  
**BRUSH-END FIESTAS**

There's no other cigar like it!

Thousands of cigar connoisseurs on both sides of the Atlantic enjoy the intriguing, smooth, mellow-mildness of this extraordinary smoke.

The gift that gladdens any executive's heart. Here's why—

Light up a Fiesta. At once you get the "feel" of elegance. Draw on the Fiesta—ever so lightly—with each puff you get the full delicious taste of luxury.

From pinch-off head to unique brush-end, each Fiesta provides 7½ inches of unusual smoking pleasure.

For your gift list choose Fiestas—a reflection of your own good taste, a compliment to the recipient.

Write for generous quantity discounts.

Order your Sample box

**25 ONLY \$7.50**

Get discount details on Fiestas and Wholesale prices of all other brands.

**THE GLOBE CO.**

Dept. 910, 94 River St., Hoboken, N. J.

Please send Raymond Mitchell Fiestas under full guarantee of satisfaction.

☐ 25 for \$7.50 Enclosed \$

- ☐ Quote us quantity price on.....boxes of Fiestas.  
☐ Send wholesale price list of all brands.

NAME

COMPANY

STREET

CITY

STATE

### WHY OUTSTANDING?

From the Vuelta Abajo the tobacco garden of the world, come the extraordinary filler leaves and Corajo wrappers used in rolling this remarkable smoke. This tobacco is acknowledged by all cigar men as the world's finest.

But special tobacco selection is only part of the Fiesta story. It takes the meticulous skill of the master craftsman to roll the Fiesta. The brush end starts your smoke with the slightest touch of the flame. Pinch off top means no biting, tearing, or piercing the head.

Highest standard of quality.  
There's no other cigar like it.

Especially hand-crafted for men of good taste. Rolled in world's finest, milder natural leaf.

dangers and shortcomings in distributing gifts, our salesmen need and make good use of relatively inexpensive items. Our annual mailing of Swiss cheese has become an institution, and those who get a piece seem really appreciative.

"One way and another, some feelings are always hurt; but the good apparently outweighs the bad in this regard."

Traditionally December 25 is the day for presents. Corporations abide by the custom. To, "When are your gifts sent?" respondents answered:

At Christmas only	452	65.6%
Only at other times	51	7.4
At both Christmas and other times	186	27.0
No gifts	41	

"Other times" includes birthdays, Thanksgiving, anniversaries, etc.

Percentage for "At Christmas only" differs little from last year's 66.9. However, over the years an increasing number of companies seem to be spreading their remembrances throughout the seasons. Four years ago 72.6% of all gifts were "At Christmas only."

The sales manager of an Iowa plant advocates customers' gifts "at odd and unexpected times." He illustrates:

"One of our customers admired a certain musical artist. I happened to see an album of this artist in a store window. I sent it with a note, 'Thought of you when I saw this. Hope you enjoy it.'"

"We continually do this type of thing. I especially try to pick up such items when away from the factory on a trip, and mail them from that city. The record album went from Birmingham, Ala., to Milwaukee."

"This type of gift, we find, is highly personal, and most effective."

The sales manager of a Downingtown, Pa., plant declares:

"A Christmas gift is a waste of money because it is so universal. But a birthday remembrance gives the customer a real kick."

As with many aspects of business gifts, executives have strong opinion on this point. Though Christmas is the heavy favorite, a one-third minority prefer "other times."

Employee gifts are usually at Yuletide, though some firms observe birthdays and anniversaries of their personnel. Several companies follow the gracious custom of sending flowers to wives of employees on wedding anniversaries.

"For morale-building," says one executive, "the flowers are well worth their small cost. We try to be human and thoughtful, not just make speeches about 'the company teamwork spirit!'"

Tying in with the timing of gifts is the type.

"Which do you find best in a gift program," respondents were asked, "stick to a proved, popular item every year? Change the item each year? Change some, repeat others?" The answers:

Same each year	162	24.0%
Change each year	271	40.1
Change some, repeat others	243	35.9
No ans.	54	

Foods and liquor are the chief perennial products, and most often go to employees. "For 50 years and more," reports a Midwest company, "we have given turkeys to both

## PRESTIGE BUILDING GIFTS. IN for the executive and his family

**BEVERAGE BUTLER® VACUUM PITCHERS** Keeps beverages hot or cold for hours! Ideal for entertaining, "cook-outs," executive offices. Handsome styling in choice of four color combinations: Surf Green and White; Charcoal and White; Jonquil Yellow and White; Desert Tan and Beige. Handsomely cartoned. FULL QUART SIZE. Retail \$6.95

**4-SEASON OUTING KITS WITH REVOLUTIONARY DURA-CLAD® VACUUM BOTTLES** Vacuum bottles with super-tough miracle plastic jackets. Virtually indestructible. Molded-on handles can't come off, ever! Handsome water-repellent cases fitted with one or two Dura-Clad bottles plus roomy sandwich box.

**RED PLAID DUO-PAK KIT.** Two quart Dura-Clad's, "flip top" case with handy zippered side pocket. No. K9226. Retail \$14.95

**QUART DURA-CLAD ONLY.** Retail \$3.50



many other style  
outing kits available  
from \$8.50 to \$19.50 retail

©T.M.



Through Your Distributor, or inquire: ALADDIN INDUSTRIES, INCORPORATED, NASHVILLE, TENNESSEE

employees and customers. They know the birds are coming, and plan accordingly."

Included in the "repeaters" are companies using gift catalogs—similar to, but smaller than the incentive catalogs. Recipients select from 10-20 products. Catalogs are in assorted price ranges, with all products worth about the same.

Companies producing consumer items also tend to distribute their own wares each year. Boxes of XYZ Corp.'s candy, for example, are welcomed by stockholders and business friends. The gifts act as samplers, and may result in added sales. But XYZ employees open a different package. Candy to a candy-dipper would be no treat.

The sales manager of an Alabama paint company ingeniously blends change and continuity:

"While our gift is never expensive, we try to pick something that is worth having. We remember both customers and their employees. The fact that we reach all segments of a dealer's organization has proved most helpful.

"This past year we chose imported English toffee, and packed it in a quart paint can with one of our labels decorated in a Christmas motif. Inside, a card told by whom the candy was made, and identified it as high-quality.

"The number of 'thank you' letters we received was out of all proportion to the value of the gift."

Another year the paint manufacturer may put nuts, cheese, or other items in the cans.

From the figures above one con-

clusion stands out: Locating a different gift annually requires time and effort. By a vote of 70%, businessmen prefer to make the effort. It pays in good will.

#### Quantities and Costs

Marketers are keenly interested in how many gifts and incentives are bought, and at what prices.

For nine years the survey has sought the answers. To date SM's research has been faulty and incomplete. The editors have

# At last!

**A 12 MONTH  
CALENDAR AND  
APPOINTMENT PAD  
THAT YOU CAN  
START DURING THE YEAR**



The 12 consecutive monthly calendar sheets are complete with an attractive leatherette desk pad.

YOUR HANDY  
ORDER BLANK FOR  
"NOODLE DOODLER 60"

- New starting months—4 times a year
  - Shows full month's appointments at a glance
  - Contains full year's supply of appointment sheets
  - Sheets can be filed as permanent records
  - Special messages may be printed on calendars on orders of 5000 or more
- (prices for special orders submitted on request)

Send to **REVELATION PLASTICS, INC.**

Dept. SM9ND 74 Washington Street, New York 6, N. Y.

QUANTITY	100	250	500	1000	2500	5000
PRICE	.39 ea.	.37 ea.	.34 ea.	.32 ea.	.30 ea.	.29 ea.
CHECK BOX						

INCLUDES UP TO 4 LINE GOLD IMPRINT

Please type in your imprint in this area.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Signed by \_\_\_\_\_

Delicious  
**EDAM  
CHEESE**

Mailed direct from  
**HOLLAND**

DELIGHT ALL YOUR FRIENDS  
and THEIR FAMILIES!

Send them **FOUR POUNDS** of mellow Edam Cheese, a connoisseur's delight that pleases everyone.

Hermetically sealed, beautifully gift-wrapped, your gift will also include:

- 1) a cheese recipe book
- 2) 100 cocktail picks
- 3) a handsome gift card
- 4) a souvenir from Holland

#### QUANTITY PRICES

1-12—\$5.95 ea. 13-99—\$5.50 ea. 100 up—\$5.00 ea.

Complete satisfaction guaranteed.

Send remittance with order. Sample order, \$5.95, credited on reorder for 12 or more.

Christmas orders accepted until Nov. 20th.

**JANSEN GIFTS**

Utrecht (Holland) and New York

Box 250, Madison Sq. Sta., New York 10, N. Y.

SEPTEMBER 10, 1960



no apology. Executive-respondents cannot supply the facts.

"You might as well ask me how many presents I gave my relatives and personal friends last year," says a Memphis sales vice president. "I couldn't even guess the price breakdown."

Other respondents filled in the questionnaires while commuting, or at home, and apologized, "Records unavailable."

Still others were able to recall total budgets, but not quantities. "Too varied to pinpoint." They blundered in their mathematics: "Spent \$6,000 for 1,000 gifts at \$2 to \$5 . . ." "\$12,000 for 3,000 gifts at up to \$1, and 125 at \$5 to \$10."

Finally, fitting costs into categories necessarily leads to some confusion. For instance:

A company president jotted down, "Spent 2,000 for 400 items in \$2.01-to-\$5 price class." Evidently he meant that they were \$5 each. A fellow chief executive wrote, "Total of 1,000 for 400 gifts at \$2.01 to \$5"—or \$2.50 per gift.

Categories would have to be set

up penny by penny to prevent such puzzles and arrive at complete reliability.

Despite the probability of grave flaws in the tables of quantities and prices, they will serve as indicators. Regarded as sundials, and not as chronometers, the tables show broad trends in purchases.

With 250 respondents not answering, the other 480 in the current survey bought 402,206 items. Table I gives the subdivisions.

Comparison of percentages spent in the various price classes for the last three years reveals several shifts. See Table 2, page 23.

Gains were registered in this year for items costing up to \$2, and for \$10.01 to \$50.

Explanation for the rise in less-expensive presents was offered by a San Francisco sales manager. His organization distributes some 5,000 priced at up to \$2 because:

"In our opinion it is not the value of the gift but the thought that is important. We believe it better to design a special product of small value so that it may be

widely distributed. In many cases it is wiser to remember 'the boys in the back room' than top management."

The vice president of a Manhattan firm has a different objective:

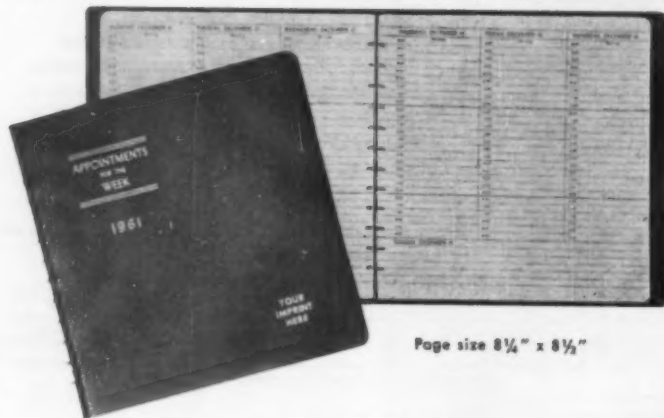
"Our volume is obtained from a relatively small number of customers; and we give at Christmas and other times only when we have a close and socially friendly relationship."

"Gifts are generally purchased with the customer's family in mind, and are something they can all enjoy in or around the home. Prices run around \$25 to \$30, sometimes more, sometimes less."

In dollars the changes are even more apparent than in number of gifts. Table III details how 1,543 corporations divided their dollars in 1958 to 1960.

Greatest increase since last year is in the upper brackets. Top-quality merchandise, including cars and incentive prizes, undoubtedly accounts for a major part of the upward swing.

## How would you like to buy ADVERTISING SPACE on each of your customer's desks for



Page size 8 1/4" x 8 1/2"

For a sample without imprint—send \$1.00.

Books without imprint—minimum quantity 10 @ \$1.25 each.

## ONLY 75¢ A YEAR\*

it's EASY—give each one this newest of appointment books with these OUTSTANDING FEATURES —

- A full-week visible at a glance.
- Stays flat when open.
- Bound in flexible durable black morocco grain imitation leather.
- Printed in easy-on-the-eyes gray on fine quality white opaque paper, strong and easy to write on too.
- Your imprint stamped in gold on the front cover.
- Extra pages for addresses, insurance records and memoranda.
- Individually packed in cartons suitable for mailing.
- And the LOW — LOW Prices —

25	50	100	250	500	1,000 Up*
\$1.25	99¢	90¢	85¢	80¢	75¢ Each

MANUFACTURED AND SOLD  
EXCLUSIVELY BY

## ADVERTISING CORPORATION OF AMERICA

HOLYOKE, MASSACHUSETTS



Bearing in mind that all these figures are approximations, they still spotlight the market's breadth in every price class.

#### Every Day Is Christmas

Roughly a third of all gifts-incentives are bought for use throughout the year. Sales contests are the largest factor. A year ago, 246 company-respondents rewarded quota-busting salesmen with prizes. Latest figure is 261 out of 730.

Additionally, say respondents, they bestow gifts and awards at these times other than Christmas—in order of popularity:

1. Long-service awards to employees
2. Anniversaries, both corporate and personal, of customers
3. Employee birthdays and anniversaries
4. Company anniversaries
5. "Any Time"
6. Meetings and shows
7. Thanksgiving
8. Employee retirements

9. Sales calls
10. Picnics and company outings
11. Plant visits
12. Office parties, lunches, dinners
13. New Year's
14. Easter
15. Seasonal—"Spring," "Hunting Season," etc.
16. Employee sickness
17. Employee weddings; birth of their children
18. Safety contests

Long-service awards are out ahead. Among the 1,500 largest American companies, about 75% honor veteran employees in some way.

Rings, pins, lapel buttons, clocks, watches, and silverware are the principal symbols of "service stripes." Presenting them at 5, 10, 20, 25, etc. year anniversaries is virtually S.O.P.

Quality must be high, and so is cost per award, though usually not

## Give this memorable gift PACKED WITH HEALTH AND PLEASURE



This handsome honey-pine carrier is a perfect gift in itself, reflecting the giver's good taste... and it's packed with tasty gifts!

## OCEAN SPRAY'S CRANBERRY GIFT CARRIER

#### HOLIDAY PACKED WITH...

- 2 pints Ocean Spray Cranberry Juice Cocktail. Fresh-fruit flavor for holiday entertaining.
- 2 7-ounce cans Ocean Spray Cranberry Sauce (jellied and whole). The natural mate for turkey and every meat.
- 4 traditional-designed opal glasses. Just right for Cranberry Juice Cocktail—and decorating a dining room.
- International Silver's Cranberry Server. Valuable addition to silver collections.

#### SMART CARRIER CAN BE RE-USED AS...

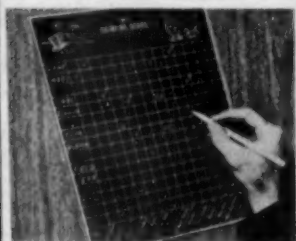
- A magazine rack that's different.
- A carry-all for barbecues and picnics.
- A beverage tray for beach or patio.
- A gardener's helper for tools and plants.
- And in many, many other ways. It's a gift of traditional charm... one that will long be used, admired and remembered!

**ORDER TODAY! ONLY \$5.95 EACH. SHIPPED POSTPAID**

Write to the Cranberry Kitchen,  
**OCEAN SPRAY CRANBERRIES, INC., HANSON, MASS.**

## Unique, Inexpensive DRINKING BOARD!!!

Helps Busy Executives Remember  
Who's Drinking What



A personal and different way to remember your friends and business associates. They write guests' names on the board and check drinks with plastic pencil. When the party's over, writing rubs off clean with cloth or tissue. Black and white 12"x14" easel-back heavy-duty plastic board comes complete with special pencil and holder. \$3.95 postpaid. Send check or money order to: LOWALY MANUFACTURING CO., Dept. 9-24, P.O. Box 1124, Kansas City, Missouri. Write for discounts on quantities of 12 or more.

Complete satisfaction or money back!

many are needed at a time. But one executive mentions on his questionnaire:

"We just gave 197 watches to employees with 25 years of service."

Perhaps his company had recently established its Old-Timers Club. According to the Dartnell Corp., less than 1% of these clubs are discontinued after they are started. Many have been running for a half century.

Executives concerned with "Service Recognition" plans will

find useful information in a brochure of that title issued by Elgin National Watch Co., Elgin, Ill.

The brochure stresses watches, of course. Yet it includes tips on staging the presentation ceremony, and merchandising the event to gain maximum benefits in public relations and press coverage. Copies are free from Elgin's Presentation & Premium Sales Dept.

Customers' anniversaries rank No. 2 for special awards. Typical is the plan described by a New Orleans sales manager:

"Our salesmen find out the birthdays of their customers, wedding anniversaries, and the year the company was founded. On those dates—along with a personal note—we send a modest remembrance to help you celebrate. These surprise tokens reap a harvest of thanks."

"I'm convinced it's smart to go to a little extra trouble."

(For additional ways of marking anniversaries, see page 42.)

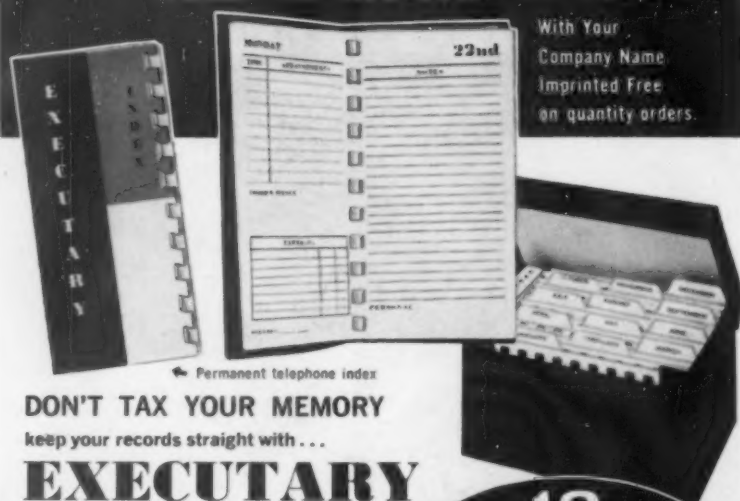
Respondents giving presents at "Any Time" amplified this as:

"When a dealer or customer has been especially helpful . . . Such situations are always coming up. We think it's good manners to reciprocate with something he would not buy for himself, but which is pleasing and useful."

Grouped under No. 15, "Seasonal," are "Maple syrup at sugaring-off time," "Barrels of oysters in 'R' months," "Apples at the harvest," and the like.

A Pittsburgh respondent sums up the question of when to give: "You can't draw hard and fast

## THE BUSINESS GIFT THAT'S USED 12 MONTHS A YEAR!



**DON'T TAX YOUR MEMORY**  
keep your records straight with . . .

### EXECUTARY

As Featured in the Wall Street Journal

Here's a daily good-will builder, the ideal gift for a business man. He'll have his year's records at his fingertips. He'll wonder how he ever got along without Executary. No more forgotten personal notes written on scraps of paper! Day in — Day out . . . month after month . . . Executary keeps the record straight. It's the biggest value in a gift ever! Also available with genuine cowhide wallet at \$12.95 plus 40c tax. Available in quantity prices with company imprint. Sets mailed to your list postpaid. Send for price list and sample set, examine it free for 10 days without obligation.

**HERE'S YOUR CHANCE TO SOLVE DOZENS OF YOUR GIFT PROBLEMS EASILY!**

#### Features

- 2 full pages for each day
- Daily appointment schedule
- Today's Musts
- Daily Expense and Tax Record
- Monthly Schedules
- 6 personal reminder memo pages
- 14 perforated gummed stickers for transferring to future month
- All 12 booklets, handsomely bound in white plastic. Fits neatly in pocket.

#### MAIL FREE EXAMINATION COUPON TODAY!

#### EXECUTARY CORP.

470 Woodward St., Waban 68, Mass.  
I would like to examine a sample set of the Executary as checked below. Bill me only if I have not returned the set within 10 days. Also include quantity price list.

- ☐ Regular set \$8.95      ☐ Set with genuine cowhide Wallet \$12.95 (add 40c tax)

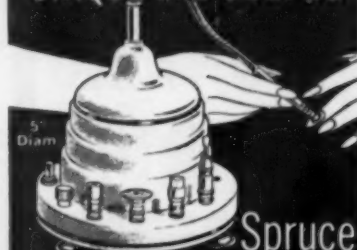
Name \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## UNIQUE and USEFUL



**Spruce  
Electrical Manicurist**

### America's Happiest Gift!

Here's the distinctive, useful gift . . . assuring beautiful hands for years and years! In ten minutes the Spruce ELECTRICAL MANICURIST performs a complete manicure: shapes and buffs nails, gently loosens and removes excess cuticle, smooths fingertips, positively eliminates hangnails, splitting and brittle nails. That's not all! SPRUCE SAFELY ERASES CORNS AND CALLUS FROM FEET, TOO! Ideal for beautiful pedicures. The whole family will enjoy perfect grooming with the Spruce . . . in the privacy of home! In ivory only.

Fully guaranteed to be free from faulty workmanship or defects in materials. Motor unconditionally guaranteed for 10 years! Pre-Christmas delivery guaranteed on orders received by Dec. 26th. Order NOW or write for free descriptive literature.

**ABAR MANUFACTURING CO.**  
8740 Woodland Ave., Cleveland 4, Ohio  
"Precision-Built Products Since 1931"

Only  
**\$29<sup>95</sup>**  
complete, ppd.

SALES MANAGEMENT

rules. Christmas packages may be fine for one organization and all wrong for others. Our experience has led us to stay off the beaten track. But there's no single 'best' method."

### Who Picks the Gifts?

Responsibility for choosing and ordering gifts and awards is most often left up to an individual. And that person is the sales manager. Purchasing agents may sign the invoice, but at the direction of sales executives.

Replying to, "Who selects your gifts and awards: an individual, a committee?" 666 said:

An individual	401	60.2%
A committee of two or more	265	39.8

Percentages have shifted only slightly from 1959, when they were 61.3 and 38.7.

Second part of the two-part question continued: "If an individual, what title?" The 401 who named "an individual" designated him as:

Sales manager	196	48.9%
Vice president, sales or exec.	72	18.0
President	52	13.0
Salesmen	41	10.2
Adv. manager	16	4.0
General manager	11	2.7
Treasurer	4	1.0
Branch or division manager	3	0.7
Personnel manager	2	0.5
Purchasing agent	2	0.5
Sales pro. mgr.	1	0.2
Secretary	1	0.2

Sales managers have gone up since last year, when they scored 43.5%. Gift sellers would do well to aim their appeals to him, since he has the final say on so many orders.

His role is emphasized again by 265 replies to the question, "If a committee, what titles?":

Sales manager	120	45.3%
Vice president, sales or exec.	73	27.5
President	66	24.9
"Management"	63	23.8
Sales dept.	44	16.6
Adv. manager	31	11.7
Salesmen	24	9.0
General manager	14	5.3
Purchasing agent	10	3.8

## Give Something From Bucks County, Pa., That's Deliciously Different and Individual



*Beautifully Gift Wrapped with Gift Card Enclosed*

AA Grade . . . Gov't inspected

### ROCK CORNISH GAME HENS

Ready for the oven. *per box*  
Each hen weighs about  
1 lb. Packed 12 to a **\$16<sup>75</sup>**  
box.

Sugar and Cinnamon

### COOKIES

Made the old-fashioned way with fresh milk, butter, and sugar; not with dehydrated powders. *2 lb. tin*  
**\$4<sup>75</sup>**

*Sampler gift package*

### SASSAFRAS SMOKED BACON BEEF CHIPS CHEDDAR CHEESE

2 lb. smoked sliced bacon. 2 lb. smoked sliced beef chips. 2 lb. smoked cheddar cheese. *All for*  
**\$9<sup>50</sup>**

*Boneless, Rolled, Gov't inspected*

### Black Angus PRIME ROAST BEEF

Ready to slice and eat. Ideal to serve friends who drop in for holiday entertaining. Perfect for midnight snacks. *6 lbs.*  
**\$15<sup>50</sup>**

*Old-Fashioned*

### CHEESE STRAWS

3 in. long and ¼ in. wide. Serve during Christmas holidays. You're sure to win wonderful compliments from your guests. Made from the world's finest pastry dough, mildly flavored with Parmesan Cheese. *2 lbs*  
**\$3<sup>50</sup>**

*Specially flavored*

### COLD MEATS

Lebanon Bologna .8 lbs. **\$9.45**  
Corned Beef . . . 6½ lbs. **\$14.50**  
Tongue . . . . . 3½ lbs. **\$ 6.25**  
Cooked Salami . . 7 lbs. **\$ 6.95**  
Pepper Ham . . . 7 lbs. **\$11.85**  
All ready-to-eat delicacies fresh from Pennsylvania Dutch Farm Country.

*from the kitchens of* **Grandma Good**  
R. F. D. Ottsville, Bucks County, Pa.

When ordering, please note the following:

1. Send your mailing list, specify date to be mailed.
2. 5% discount on quantity orders of 50 or more received by Nov. 7.
3. Bank References: 1st National Bank, Riegelsville, Bucks County, Pa.; Central Penn National Bank, Philadelphia 2, Pa.

*Prices on jellies, jams, preserves and condiments on request. Tell us your quantity order.*

## Employee Incentives?

You'll find plenty of prizes for sales campaigns and other contests in the Gift Gallery. Prices to fit every budget.

This picture parade starts on page 60. Turn to it for fresh ideas all year round.



Treasurer	7	2.6
Personnel manager	5	1.9
Sales pro. manager	4	1.5
Branch or division manager	3	1.1
Office manager	2	0.8
Secretary	2	0.8
Safety director	1	0.4
Advertising dept.	1	0.4

Gain by the sales manager as a committee member is 2.5% over 1959.

Final decisions on items bought may rest with top management. Allocation of gifts to specific customers is apt to be the salesman's duty. He is familiar with the tastes and interests of his accounts.

"Each customer is a separate problem," a Buffalo, N.Y., vice president points out, "which the men in the field are better able to solve than we at headquarters."

To the query, "What do you enclose with your gifts?" 665 respondents indicate:

Greeting card	353	53.1%
Business card	181	27.2
Special letter	88	13.2
Personal delivery	43	6.5

Replies from 652 show that these enclosures are signed by:

Salesmen	345	52.9%
Company	189	29.0
Sales manager	30	4.6
President	26	4.0
Vice president	10	1.5
"Executives"	9	1.4

Personal delivery,  
no enclosure 43 6.6

While a Massachusetts executive complains, "Greeting cards are a nuisance in business, and should be abolished; but we can't seem to stop them here," he is a lone rebel.

Corporations and their sales staffs, it is evident from the figures above, are steady patrons of Hallmark, Norcross *et al.* Special letters run the gamut—simple to elaborate. They may be illustrated in color, on foil paper, etc. Company officers or whole departments may sign them.

In more than one company the president and his wife sign the card accompanying a gift directed to "Mr. & Mrs." A chief executive

in this group explains his policy:

"Gifts can be either a pay-off or an expression of regard and friendship. Naturally, ours are the latter. So we keep them non-commercial in every way possible."

#### All-year Market

With 65.5% of all gifts distributed only at Christmas (plus 27.0% at both Christmas and other times), buying is bunched around the year end. Items to be ordered, however, are settled on clear across the calendar.

"In which months or parts of months do you select?" respondents were asked. Answers from 573 of the companies break down the year into the following percentages:

	%	Cumulative %
January	0.7	0.7
Jan.-Feb.	0.2	0.9
February	0.3	1.2
Feb.-Mar.	0.5	1.7
March	0.9	2.6
Mar.-Apr.	0.3	2.9
April	0.5	3.4
Apr.-May	0.5	3.9
May	1.1	5.0

## NEW! NEVER BEFORE SUCH QUALITY APPEARANCE IN A LOW COST ATTACHÉ CASE THE SALESMAN

AS LOW  
AS  
\$1.28

- Vinyl Plastic—choice of black grained or tan saddle leatherette
- Amazing durability combined with lightness of weight
- Generous size: 16½ x 11 x 3¼ inches

(Special sizes available in lots of 1000 or more)

There's a neat, clean-cut Madison Avenue look about this surprisingly inexpensive attache case that commands respect... inspires confidence... and helps to close the sale fast. It makes an excellent promotional "package" when loaded with sales literature or product samples. It can also be a sensational premium or gift—it has so many uses for so many people. Samples on written request on Company stationery \$2.00 each, postpaid.

Send to

**Revelation** PLASTICS, INC.

Dept. SM9SC, 74 Washington St., New York 6, N.Y.



Fig Grain Finish

# 700

#### ORDER FOR STYLE 700

Up to 4 Line Gold Imprint—4c Each

QUANTITY	72	144	288	575	1150	2880
PRICE (F.O.B., N.Y.)	\$1.59	1.52	1.43	1.38	1.34	1.28
Please Check Quantity and Indicate Color						

☐ If interested in more expensive or special size attache cases, check here and return this coupon with your request.

Please type in your imprint in this area:

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SIGNED BY \_\_\_\_\_

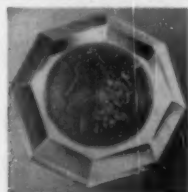


May-June	0.7	5.7
June	1.9	7.6
June-July	0.3	7.9
July	2.8	10.7
July-Aug.	2.6	13.3
August	4.4	17.7
Aug.-Sept.	4.4	22.1
September	11.7	33.8
Sept.-Oct.	8.2	42.0
October	15.2	57.2
Oct.-Nov.	5.5	62.7
November	14.5	77.2
Nov.-Dec.	3.0	80.2
December	8.4	88.6
All year	4.4	93.0
Various	7.0	100.0

Under the category "Various" are such responses as "June and September," "Fall months," "every three months," etc.

Replies above (which are confirmed by previous Surveys) reiterate that fall is the major gift-buying season, with other purchases spread thin. Later buying is mostly from retailers, though many vendors are equipped to handle last-minute requests for standard items.

## REAL SILVER DOLLAR GIFTS



PAPER WEIGHT

A stunning and useful desk accessory and collector's item of clear, hand-cut lucite embedded with mint-perfect silver dollar, \$6.95 ppd. each. Special quantity discounts.



## MR. and MRS. SHOT GLASSES

A conversation-creating lucite shot glass with mint-perfect silver dollar embedded in stem. Mrs.'s holds 1 oz.—\$6.95. Mr.'s holds 1 1/2 oz.—\$7.50 ppd. The pair \$12.95. Special quantity discounts.

Complete mailing services available.

Imprints quoted on request.

Write for prices and other gift suggestions.

## THE PEDDLER'S CART

Dept. SM

278 Scott Ave., Winnetka, Ill.

Phone VE 5-1360

Companies using personalized items, or large quantities, must allow ample time to makers and processors. If they do not, they pay in delayed deliveries and mistakes.

A Kansas City marketing manager offers a final word on the art of giving:

"It doesn't matter too much if you remember a man on his birthday, his family during the 12 Days

of Christmas, or when he turns in a splendid sales job. The important point is to think of him as a person, not as an 'account' or a number on the pay roll.

"We are sure thoughtfulness has a place in business. For people run the machines of business, and people will always appreciate kindly consideration and thoughtfulness."

This year say "MERRY CHRISTMAS" to all your good friends and customers with an —

Other Aloha Boxes from \$1.75 each



## ALOHA BOX

of HAWAII's luxury foods, direct by mail from the fiftieth State with your personal gift card enclosed

ALOHA BOX #1C,

as illustrated, contains 7 1/2 oz. jars of: Poha Jam, Guava Jelly, Papaya-Pineapple Jam, Mango Chutney and Coconut Syrup, 3 1/2 oz. Macadamia nuts, one 5 oz. tin Coconut Chips, 2 half pounds Kona coffee and illustrated booklet, "Hawaiian Words and Phrases." Sent ppd. to any address in the U.S.A. from Honolulu, (your card enclosed) \$7.95

Send 25¢ for complete illustrated catalog of Hawaiian Things—Fresh Fruits, Flowers, wearing apparel, carved woods, recordings, etc.

STEWARTS HAWAII, INC.,\* DEPT. SM

1140 Kona St., Honolulu, 14, Hawaii

\* Wholly owned by Stewart's Pharmacies Ltd. Est. 1932

This Christmas (or any other time)  
**MAKE IT A RULE...**



Keep your name at your customer's fingertips forever, with an imprinted WYTEFACE® Steel Tape by K&E—the practical, lifetime gift. 2 color blade. From \$1.19 depending on quantity.

Please note: Orders for Christmas cannot be accepted after October 31st. To assure timely delivery, mail coupon below now for price list and free brochure from which to make selection.

All K&E Tapes are guaranteed for life against manufacturing defects.

KEUFFEL & ESSER CO.

Dept. SM-9, Hoboken, N. J.

Please send free brochure and price list on complete line of K&E WYTEFACE® Steel Tapes.

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_



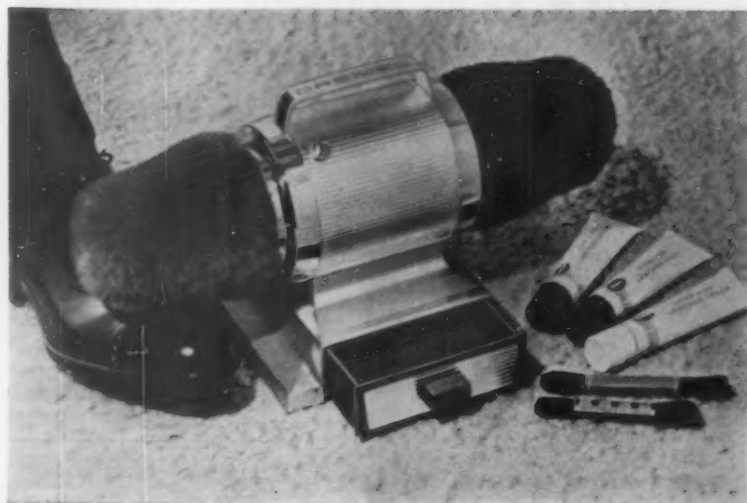
Gift



Gallery

▲ RELIEF MAP of world shows more than 2,500 places, rivers, etc. Eight colors and fine detail make it decorative as well as authoritative. Of durable vinyl; 41" x 26"; framed, \$24.95. Size 28" x 18", \$9.95. Aero Service Corp., 210 E. Courtlandt St., Philadelphia 20, Pa.

... Luxurious  
—\$20 and up



◀ TAP foot switch with your toe, and get a mirror shine in seconds. Electric polisher has buffers for brown and black shoes. Storage space holds three tubes of polish, two pairs of laces. Also polishes silver, leather goods. From \$29.95 in chrome to \$45 in gold plate. Dremel Mfg. Co., Racine, Wis.



BEAUTIFUL, LARGE EMBOSSED SERVING TRAY (18" x 13 1/2")

Packed with imported Italian delicacies: a jar of crisp vegetables in wine vinegar, a bottle of red and yellow sweet pepper fillets in vinegar, a can of clams in sauce, a large flat crystal jar of the finest assorted antipasto, a jar of artichokes in olive oil, and two bottles of wine vinegar, one red, one white.

#103 ..... 24-99 ..... \$10.00  
 3-5 6-11 12-23 24-99 100-249 250 & Over  
 14.00 ea. 12.00 11.00 10.00 9.75 9.50



WOOD CHEESE TRAY WITH CERAMIC TILE & MATCHING KNIFE

Packed with large flat crystal jar of appetizing, imported antipasto.

#102 ..... 24-99 ..... \$3.75  
 3-5 6-11 12-23 24-99 100-249 250 & Over  
 5.00 ea. 4.50 4.10 3.75 3.65 3.50



AN ASSORTMENT OF HORS D'OEUVRES

Includes a wide variety of exciting appetizers for the gourmet. Individual, hand packed flat jars hold hearts of artichoke, rolled fillets of anchovy, tuna, sardines, mushrooms, spiced pickles and vegetables.

#104 ..... 24-99 ..... \$4.40  
 3-5 6-11 12-23 24-99 100-249 250 & Over  
 5.90 ea. 5.30 4.85 4.40 4.30 4.15



LARGE GIFT BOX OF ITALIAN DELICACIES

Flagons and jars filled with the most tempting tidbits Italy has to offer: Mushrooms, stuffed olives, gherkins, peppers, artichokes, hand packed to appeal to the eye as well as the taste.

#105 ..... 24-99 ..... \$8.50  
 3-5 6-11 12-23 24-99 100-249 250 & Over  
 12.00 ea. 10.50 9.50 8.50 8.25 8.00



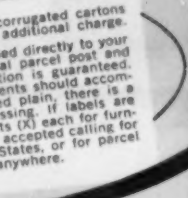
ANODIZED BRASS PLANTER

Contains a flat crystal jar of delicious assorted antipasto in piquant sauce.

#101 ..... 24-99 ..... \$2.85  
 3-5 6-11 12-23 24-99 100-249 250 & Over  
 3.95 ea. 3.50 3.15 2.85 2.75 2.60



**ORDER INFORMATION**  
**PRICES:** The correct price bracket is determined by the total number of pieces ordered. In other words, if 12 each of two gifts are ordered, the correct price is the 24-quantity price on both units. All prices F.O.B. New York.  
**LESS THAN MINIMUM:** A 50¢ (X) service charge will be made on orders calling for less than minimum quantities.  
**SHIPPING:** Orders must specify shipping date and manner of shipment (parcel post, express, truck). When possible, specify particular truck line or routing. Unless otherwise specified, all gifts will be shipped truck or express collect (whichever is cheaper).  
**MAILING CARTON:** All gifts are packed in corrugated cartons especially designed for safe delivery at no additional charge.  
**INDIVIDUAL MAILING:** All gifts can be shipped directly to your address shipping labels and list of recipients should accompany each order. Delivery in good condition is guaranteed. If labels are furnished by us, there is a charge of 6 cents (X) each for furnishing and addressing the label. Orders not accepted calling for parcel post shipment outside the United States, or for parcel post C.O.D. or registered mail shipments anywhere.



ABCCDD

# ANTIPASTO SPECIALTIES

FROM *Italy*



AUTHENTIC ITALIAN DELICACIES ARTISTICALLY HAND PACKED

Now, one source will supply unique, imported gifts for every man and woman on your gift list... Milan Fine Foods, Inc. Everyone loves Italian delicacies, and these from Milan are superb. Only the very finest olives, anchovies, peppers, artichokes, mushrooms, etc. are used in these delicious antipasto specialties. They are artistically hand-packed in prime olive oil, wine vinegar or brine in a variety of beautiful jars to make this one of the most appetizing gifts ever received.

MILAN FINE FOODS, INC. 100 Hudson Street, New York 13, New York

Gentlemen:  
 Please send the following Antipasto Specialties listed on a separate sheet. Enclosed is check ☐ Money Order ☐

Name.....  
 Firm.....  
 Address.....  
 City..... Zone..... State.....

▼ **JUICY STEAKS**, burgers are charcoal-grilled on Yard Chef. Roasts revolve to a luscious brown on electric spit. Precision heat adjustment saves fuel. Coppertone enamel finish; 27½" x 27½"; \$49.95. Union Steel Products Co., Albion, Mich.



▲ **AIR PURIFIER** filters dust, smoke, pollen, odors from kitchen, nursery, or office. Recirculates fresh, clean air 100 cu. ft. a minute. Size: 8" x 16" x 9½". Champagne beige steel cabinet, gold trimmed. Plugs into AC outlet. \$49.95. Rival Mfg. Co., Kansas City 29, Mo.

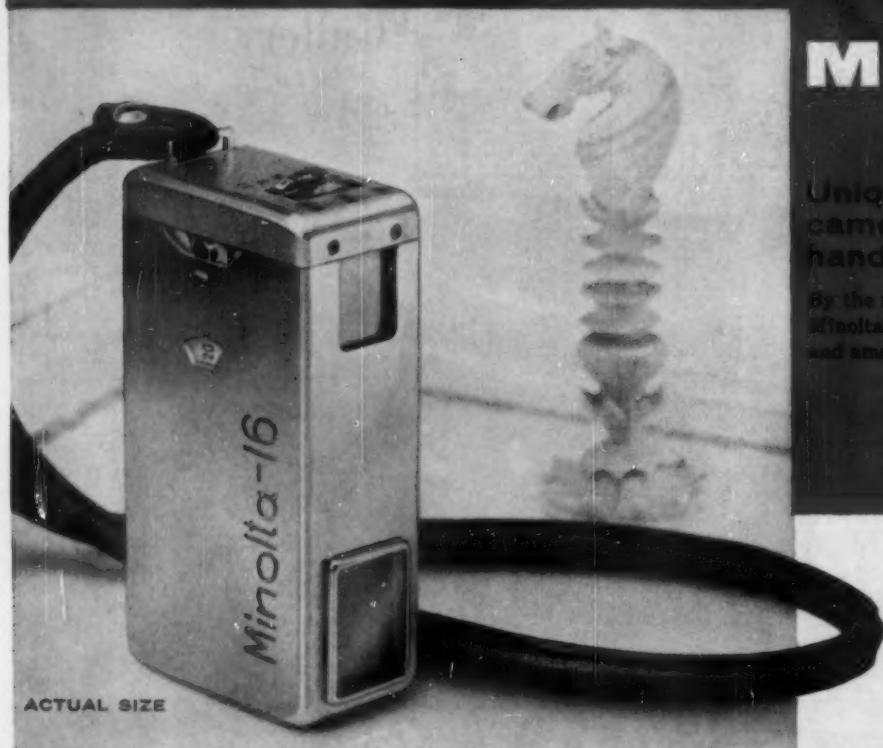


► **PORTRAIT** in oil on canvas is made from a photograph for a really personal gift. Special artists are skilled at getting a true likeness. Size 9" x 13" is \$28. Other sizes up to 24" x 30". Portraits By Schneider, 12 Weybridge Road, Great Neck, N. Y.





**It's a camera! It's a business gift!**  
**It's a whale of a sales incentive!**



## **Minolta "16"**

**Unique precision  
camera hides in  
hand-pocket-purse**

*By the makers of world famous  
Minolta Cameras for professional  
and amateur photographers.*

**Now selling in over 6,000 photo shops in  
every city in the United States at \$39<sup>95</sup>**

Regular 3 x 4 inch snapshots.

Color slides to fit any 35 mm projector.

Wide choice of Kodak and Ansco film sold in  
all photo stores: Kodak Panatomic-X; Kodak  
Plus-X; Kodak Tri-X; Kodachrome;  
Anscochrome.

Automatically in focus 3.5 feet to infinity.

World famous precision-made 4-element  
22 mm, f:2.8 Rokkor lens. Stops down to f:16.

Even takes indoor pictures without flash.  
(Ideal for sales meetings, trade shows, store  
and window displays.)

Easier to use than a box camera.

Click in shutter speeds 1/30 to 1/500 and B.

Internally synchronized for electronic flash  
and bulbs.

Price includes soft leather case, wrist strap  
and UV (haze) filter.

**Completely Automatic!**



Slide camera out of case. Sight. Press release.



Slide camera back into case.



Slide it out and take your next picture.

FOR PRICES  
AND PROMPT  
INFORMATION  
WRITE TO:

# **MINOLTA CAMERAS**

**150 Broadway, New York 38**

SEPTEMBER 10, 1960

**GRADE "A"**  
**100% PURE**  
**VERMONT**  
**MAPLE**  
**SYRUP**

HALF-GALLONS .....	\$3.75
QUARTS .....	\$2.25
PINTS .....	\$1.25

(Plus Postage)

In beautiful lithographed  
 containers—accompanied  
 by Gift Card.

**SQUIER'S**  
**MAPLE PRODUCTS**  
 WATERBURY 4, VERMONT



◀ **PHOTO FANS** can fit all their equipment in the Gadg-it Bag. Cowhide; velveteen lined; adjustable spaces for camera, flash-guns, etc. Contoured back fits the body. Tripod straps; non-slip shoulder pad.; cordovan or tan color. \$37.50. Louis Lefkowitz & Bro., New Brunswick, N. J.



New, safe climbing and reaching convenience for office, store, warehouse, anywhere. Kick it and it glides wherever you want it. Step up and it instantly grips any floor surface. Can't wobble, slip or skid. Choice of black, white or 10 decor colors. At your stationer's or office supply store. Only \$14.95, fully guaranteed.



**SAFETY STEP STOOL**

Write for literature, quantity discounts, names of nearest dealers.

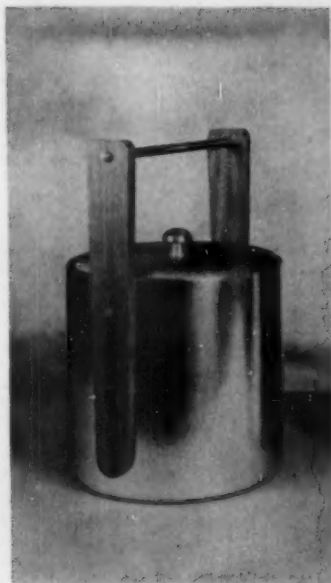
**CRAMER Posture Chair Co., Inc.**  
 625 Adams St. • Kansas City 5, Kansas



▲ **FIXKIT** contains golden-finished electric drill and 25 attachments for most home and hobby jobs. It does drilling, sanding, grinding, wire brushing, paint mixing, buffing, polishing. With drill stand and steel kit box, \$24.95. Black & Decker Mfg. Co., Towson 4, Md.

**SALES MANAGEMENT**

▼ **PORTABLE** mixer-server whips up cocktails, sodas, etc. in living room, patio, den. Self-cleaning blades; detachable cord; AC/DC; 24 oz. capacity. In white, charcoal, yellow, red, blue. \$26.95. Waring Products Corp., 25 W. 43rd St., New York 36, N. Y.



▲ **REAL ROYAL HOLLAND** pewter ice bucket has teak lid. Five-qt. capacity; 14" high. Sleek bucket also keeps foods, drinks warm. \$50. Foreign Advisory Service Corp., Princess Anne, Md., is the importer.

SEPTEMBER 10, 1960

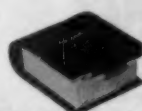
*For that favorite exec...*

### PERSONALIZED VINYL LEGAL NOTE PAD COVER

New-perfect, different gift for remembrance giving. Handsome, dignified, handy. Complete with standard legal pad. \$2.95, substantial quantity discount.



**PERSONALIZED BADGES**  
Just right for meetings, conventions, spot and store promotions. Diameter: 2 1/4". Picture Button... \$1.00  
Single Line Copy... 30 cents  
Gage... 75 cents



**JUMBO JOT PAD**  
For home, office, or telephone. 450 sheets 2" x 3 1/2" covered with red plastic case. Name printed in 22K gold foil on the cover. No. 5115-Postpaid \$1.25



**STAMPED AND PERSONALIZED QUIK-MAIL ENVELOPES AND POSTCARDS!**

• For paying bills • No post • No handy • Ordering by mail • So convenient  
100 Envelopes postpaid (with new 3¢ postage) \$6.95  
100 Postcards postpaid (with new 3¢ postage) \$4.95



**THE PARTY SET**

50 genuine Safe-Such coasters, 50 back matches, 50 cocktail napkins—150 individual items handily imprinted with monogram or names.  
No. 68 \$3—Postpaid Complete \$2.95



**GENUINE 34 KT. GOLD PERSONALIZATION**

We handle all mailing and personalization. Send for our Free Catalog of Unusual Specialties.

**Horace Anderson's GIFT CRAFT,**

1234 E. 47th Street, Chicago 53, Illinois

**Look Ma—No Hands!**



Another Carole Stupell Exclusive from Italy

**Tele-Lift** lets you talk with both hands free

A practical, unusual gift for the smart executive, including yourself. Place your phone on Tele-Lift and hold your telephone conversation with your hands free to work. Saves the busy executive time...and time is money. Tele-Lift is a compact, single-unit amplifier. Needs no connection. Volume is adjustable. You talk and hear clearly up to six feet away. Wonderful for conferences.

Order yours today. Your initials in gold free. Substantial discount on quantity purchases for Christmas gifts. Gift wrapped, if requested, in the Carole Stupell manner.

**Only \$49.50** postpaid anywhere in U.S.

MONEY RETURNED IF NOT COMPLETELY SATISFIED.

Tele-Lift, Inc. (A Carole Stupell Enterprise) SM-1  
54 East 57th St., New York 22, N. Y.

Enclosed is check for \$49.50. Please ship Tele-Lift to: ☐ Gift wrapped ☐

Name

Address

City  Zone  State

Initials Desired  (Print)

**SHIP  
ANYWHERE!**



**THE UNIQUE GIFT**

- GOVERNMENT INSPECTED
- WRAPPED FOR FREEZER
- GUARANTEED DELIVERY
- PROPERLY AGED

Write for **FREE** Brochure

**STANDARD MEAT COMPANY**

P. O. BOX 4177  
FORT WORTH, TEXAS

► **RAZOR-KEEN** edge on knives is effortless with electric sharpener. Two fine abrasive wheels hone both sides of blade at once, prevent nicking, marring. Used on a table, or hung on wall. Black and chrome. \$20.95. John Oster Mfg. Co., 5055 N. Lydell Ave., Milwaukee 17, Wis.



Gift



Gallery

*an unusual gift!*

**La Piccolina**

**ESPRESSO  
COFFEE  
MACHINE**  
\$69.95



**EXCLUSIVE!** Never before available in the U.S. Here's the one gift that you know that important client, business associate or particular friend doesn't have.

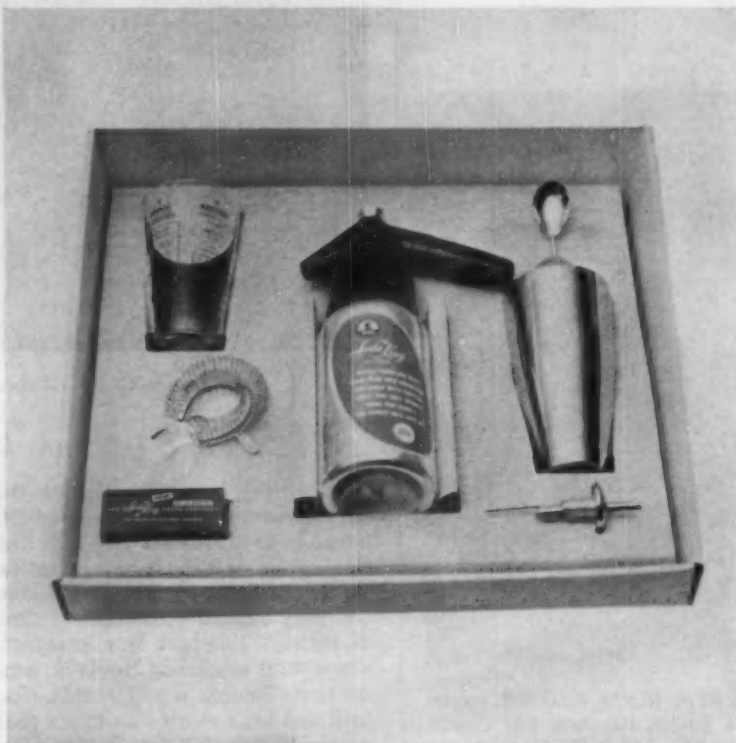
La Piccolina makes ESPRESSO just like large "restaurant type" machines... not puny imitation drip or instant Espresso coffee. No installation needed... just plug-in, and you're making Real ESPRESSO as quickly and easily as a cup of tea. Every gourmet, and coffee lover, will love a La Piccolina Espresso Machine... and appreciate your thoughtfulness.

**FREE!**

With every La Piccolina, we will pack a can of CAPPE VIVO, so recipient can start to enjoy your gift immediately.

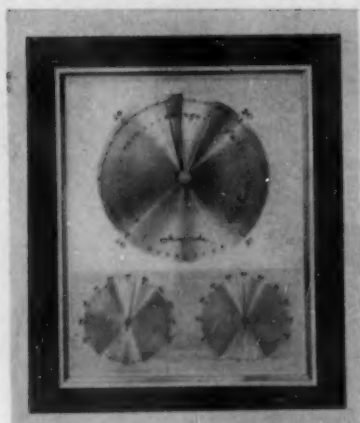
**ORDER NOW**—quantity prices on request. If individual order, please enclose check or M.O. and we pay delivery costs. Order C.O.D., you pay delivery costs. (N.Y.C. add 3% sales tax)

**la carimali milane**  
150-29 NORTHERN BLVD. • FLUSHING 51 N. Y.



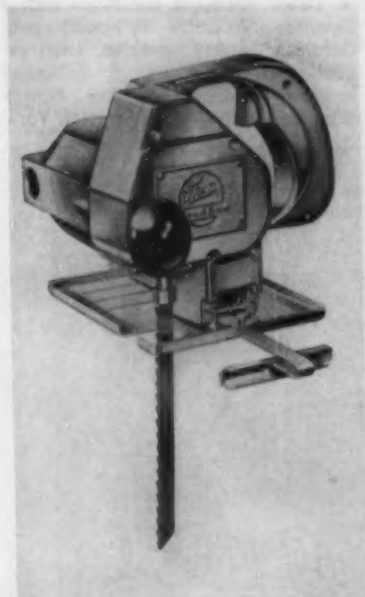
▲ **SODA KING** siphon squirts fizzing water at a touch. With 10 extra chargers to turn plain water into effervescent. Set also includes stainless steel shaker, bar spoon, shaker glass with marked-on cocktail recipes, bottle pourer. \$24.50. Kidde Mfg. Co., Inc., Bloomfield, N. J.





▲ **WEATHER** trends, room temperature, humidity are told by the Brentwood wall combination. Walnut frame accents background of white and brass-colored aluminum. 13 3/4" high, 11" wide. \$25. Airguide Instrument Co., 2210 Wabansia Ave., Chicago 47, Ill.

▼ **PORTABLE** jigsaw cuts 6" lumber, metal, and does precision scrollwork in thin materials. Produces 2,400 strokes a minute; AC or DC. With six blades, rip guide, and protractor, \$49.95. Speedway Div., Thor Power Tool Co., 1421 Barnsdale Rd., LaGrange Park, Ill.



**Holiday gift  
for every  
season . . .**



### **Sauer's Connoisseur Spice Cabinet, filled with six exotic spices.**

For a truly tasteful gift, that's in favor any season of the year, give this *Sauer's Spice Cabinet* in lovely walnut finish. Each spice is the choice of gourmets around the world . . . prepared by The C. F. Sauer Company, winner of 19 international awards for flavoring. Each comes in a re-usable shaker jar . . . and it's all so easy to give. Just mail us your

order by October 31, 1960 . . . along with your gift list . . . and we'll mail out this attractive Spice Cabinet to each person you name, with your personal greetings included, if you wish. Price only \$2.95 each, postpaid anywhere east of the Mississippi. (Orders for West shipped to you in bulk, individually packaged, prepaid.) Single samples at \$2.50.

**The C. F. Sauer Co., Box 5343, Richmond, Virginia**

**For... ★ Modest gifts — up to \$3? See page 74**

★ Gifts at \$3 to \$10? See page 92

★ Substantial gifts — \$10 to \$20? See page 130

★ Gifts at more than \$20? See page 150

★ You'll find gifts for That Special Occasion  
on page 160

*Solve your Christmas gift problem from the Heart of  
Dixie with a real OLD SOUTHERN DELICACY—*

### **Pollman's Superior White Fruit Cake**

2 Lb ..... \$3.95 ea. delivered  
3 Lb ..... 5.40 ea. delivered  
5 Lb ..... 8.25 ea. delivered

Discounts:  
10 to 24 cakes 5%  
25 or more cakes 6%

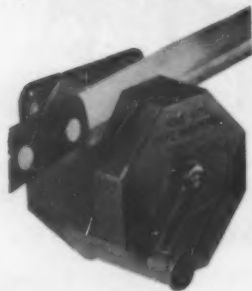
HAND PACKAGED IN ATTRACTIVELY LITHOGRAPHED METAL CONTAINERS

Since 1918 Pollman's cakes, made from sweet creamery butter and selected fruits, and nuts, have been shipped all over the world.

**POLLMAN'S BAKERY 750 S. Broad St., Mobile 20, Ala.**

Send us your gift list and addresses, with enclosure cards, we will do the rest

## THIS Gift Gets Every Housewife's Vote



### Twist of the Wrist Sharpens Knife in Bath of Cooling Oil

No more dull knives! Now any housewife can *expertly* hone knives in a jiffy. Slots in Hone-Rite Knife-Sharpener hold knife blade at true honing angle. Circular stone provides endless honing surface. Oil prevents friction heat. Will not grind or shear away fine cutting edge. Ideal for hollow-ground blades. Easily mounted in kitchen.

A million dollars of good will from every home on your list for just \$4.98 (retail), including bottle of honing oil. Attractive quantity discounts.

**WULFF MANUFACTURING CO.**  
ONTARIOVILLE, ILLINOIS

Put Your Name  
In Your Customers' Hands

### LIFE SAVER CANDIES



These are the same "Life Savers" everyone knows and buys. Now available with your 4-line imprint on every pack. Use it for trade shows, exhibits, showrooms, etc. Packed 44 packages to the box. 100 boxes (4400 packages)

**Only \$92**

Samples on request

**FREE! 40-page catalog**  
listing over 250 proven  
executive gifts and ad-  
vertising specialties.

**R. Frank Advertising Specialties, Inc.**  
253 6 Center St., Williston Park, N. Y.



▲ **OUTDOOR SPORTS** as well as in-  
door shows are brought up close by  
Atcorama binoculars. 6½ oz.; 4"  
wide, 3" high. Extra wide field of  
view: 445 ft. at 1,000 yds. In leather  
case, \$30. American Thermo-Ware  
Co., 12 Warren St., New York 7, N. Y.



▼ **DESK RADIO** is combined with a  
Sheaffer Skriptiter ball-point pen.  
Cordless, battery operated; clear re-  
ception, fingertip tuning. Packaged  
in velvet-lined gift box, \$59. Novick  
Mfg. Co., 203 W. 37th St., New York.



# Gift Gallery



▲ NO BATTERIES or electricity are needed for the Lektronic shaver. It is recharged from any 90-250-volt AC outlet for up to three weeks of shaves. Handy for travelers, campers, as well as at home. \$39.95. Sales Dept. Remington Rand Electric Shaver, 60 Main St., Bridgeport 2, Conn.

▼ 14 TOOLS will meet nearly every home need. Steel case, 14" x 10", has spring clips to hold tools on one side, shelves on other. Mounts on wall or door for storage; carrying handle. Complete kit and tools, \$29.95. Millers Falls Co., 57 Wells St., Greenfield, Mass.



SEPTEMBER 10, 1960

## Gifts That Are Always In GOOD TASTE

Lancaster Salted Nuts  
Established 1914



1 1/2 lb. Penna. Dutch Mixed Tin — only the world's finest almonds, Brazil nuts, cashews, filberts, pecans and English walnuts packed in attractive reusable tin with slip cover lid lithographed in seven colors. List price, \$3.00.

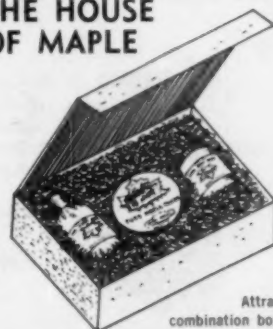
14 oz. Vacuum Tin, Penna. Dutch Mix — Same as above, plus pecans, packed in vacuum tin, decorated with authentic Penna. Dutch designs in seven colors. Enclosed in gift box. List price, \$1.60.



For corporate discounts and information on other quality Lancaster Salted Nut Mixes, write:

LANCASTER SALTED NUT CO.  
P.O. BOX 208 LANCASTER, PENNA.

## Gifts from THE HOUSE OF MAPLE



Attractive combination box of:

1 Pint PURE MAPLE SYRUP  
1/2 Pound PURE MAPLE CANDY  
8 Ounces PURE MAPLE CREAM  
\$4.50 postpaid



Our Beautiful white ceramic Leaf Candy Dish — packed with one pound of our PURE MAPLE CANDY

\$6.50 postpaid

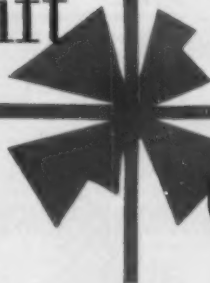
Pure maple syrup also available in colorful cans of all sizes.

10% discount on shipments of 100 or more to one address.

Order from

**THE HOUSE OF MAPLE**  
BLACKDUCK, MINNESOTA

Gift



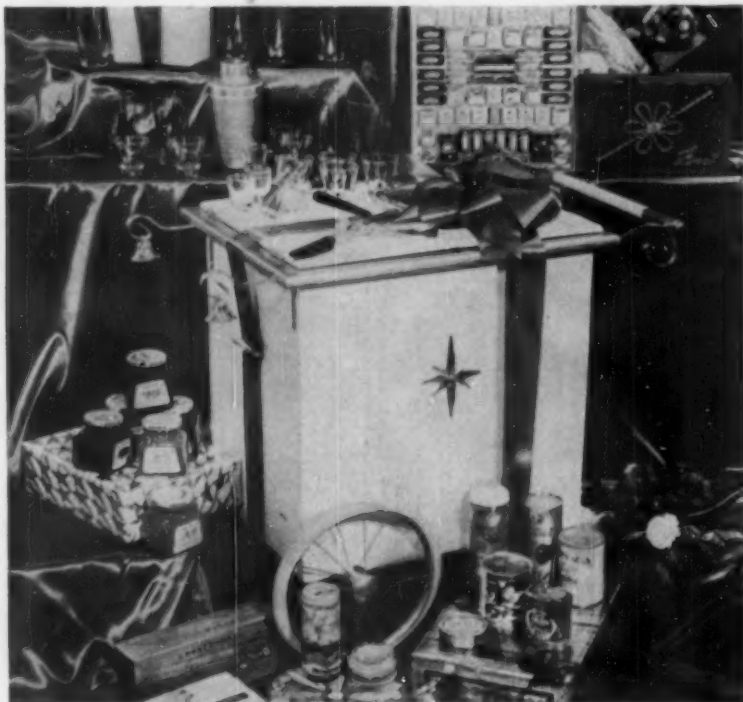
Gallery

... for Special Occasions



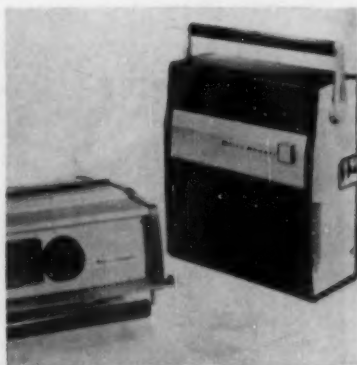
◀ MASSAGE for the busy executive is provided by office chair. Controls at side regulate degree of heat and intensity of massage, from relaxation to stimulation. In Naugahyde, \$345; leather, \$375. Wide choice of colors. Niagara Therapy Corp., Adamsville, Pa.

► REGAL ARRAY of delicacies fills rolling bar cart. Included: cocktail spreads, cheese, teas, jams, and many more. Plus complete set of bar tools and glasses. \$150. Cresca Co., 825 E. 140th St., New York 54, N. Y.





▼ **ELECTRIC** watch is powered by a tiny energy cell, never needs winding. Vantage model, pictured, has jet-black dial; yellow 10-K gold-filled case; padded alligator strap, \$95. Hamilton Watch Co., Lancaster, Pa.

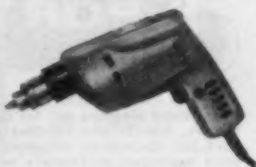


▲ **SLIDE PROJECTOR** is completely automatic. Slide-handling system prevents them from spilling from tray, and keeps them dust-free. Push button advances or reverses slides. Four models: \$79.95 to \$179.95. Bell & Howell Co., 7100 McCormick Road, Chicago 45, Ill.

## Give MILLERS FALLS TOOLS to the V.I.P.'s on your list

### for the President

**NEW SAFE-T-DRILL.** It's shock-proof! Shatterproof nylon housing and "Surge-Tested" motor give double protection against shock. Full 2.7 amp. rating. Drives complete line of attachments. No. 1144. **\$24.95**



### for the Vice President

**PORTABLE WORKSHOP.** Sturdy steel carrying case holds complete hand tool workshop. Includes automatic drill, screwdrivers, hammer, combination square, block plane, torpedo level and many more. No. 10 Deluxe Kit (Shown) **\$59.95**  
No. 8 Basic Kit **\$29.95**



### for the Purchasing Agent

**FREE BENCH STAND TABLE** worth \$5.95 with this fast-cutting Sabre Saw. Makes decorative curves or straight line cuts in almost anything. No. 3660 . . . **\$29.95**



### for the Sales Manager

**SCREWDRIVER SET** that's bound to please your customers. 4" and 6" standard, 3" cabinet and 4" Phillips. No. 8514 . . . **\$3.95**



### for other V.I.P.'s

**PLANE-R-FILE** is 2 tools in 1. Planes, files, shapes and smooths everything from soft wood to tough steel. Replaceable, double-sided blade. No. 1220 . . . **\$3.49**



Write for quantity discounts

**MILLERS FALLS COMPANY**  
Dept. SM-1, Greenfield, Mass.



## FOR THAT DIFFERENT GIFT

**CLEARFLOAT Embedments in Crystal-Clear Acrylics**

Literally a hundred items which combine Practical Utility with Lasting Beauty

They answer every phase of your gift problem . . . whether for the Business Executive, for the Home, for Employees or for Special V.I.P. lists. There's a wide range of prices, too. And they can be CUSTOM-MADE to feature your own product or identify your firm.



Write for a copy of our new Illustrated Catalog

**CLEARFLOAT, INC. ATTLEBORO, MASS.**  
Pioneers in Acrylic Embedments



*Spectacular Christmas Gift!*

## THE DELUXE CARRY-LITE PORTABLE COOLER

Year-round pleasure gift for customers, friends and families on your list! Exclusively designed of solid expanded polystyrene with a smooth, easy to clean, odor-free styrene liner. Easy to handle, the Carry-Lite Cooler weighs less than 5 lbs., yet is extremely strong and durable — 100% free of all weather, vermin or mildew damage. It floats in water, too, even fully loaded — for life-saving emergencies.

Complete with rust-proof aluminum handles, snap fasteners and drain, the Carry-Lite cooler retails at \$15.00. Have this popular cooler drop-shipped, express paid, to your list of customers and friends! Write today for our quantity prices.



*handsome,  
lightweight,  
super-cooling!*

**MOLDED CARRY-LITE PRODUCTS • 3000 W. Clarke Street • Milwaukee 45, Wis.**

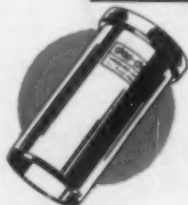
Tired of copy-cat gifts?

### THIS STAINLESS STEEL FOOD CHOPPER Will Bring Cheers From Everyone!

CHOP-CHOP is that rare gift—different, unusual, certain to be appreciated. Chops, minces, or blends right in pan or bowl. No splattering or lost food values. Great when preparing vegetables, pastries, casseroles, salads—dozens of everyday uses. A big feature: easy to clean, nothing to take apart or put together. Nationally advertised at \$2.95. Handsomely packaged in plain white gift box, ready for mailing. Write today for quantity prices.

**chop-chop Dept. 66, Box 295, Wilmette, Illinois**

MODEST PRICE



- Made of gleaming stainless steel—won't rust
- Has smart-looking turquoise plastic hand cushion
- 6" circular knife edge stays cutting sharp
- 4 1/4 inches long; 2 inch diameter

*They'll Love You for It, When You Give*

## FOOT FREE

- Style • Comfort
- Convenience

They're a blessing to the feet—at home and on the road—and the traveling man or woman wouldn't be without them once they've enjoyed the benefits of Foot Free—thanks to you.

FOOT FREE Capeskin Leather Scuffs are made of soft glove leather, with faille lining and foam rubber inner sole. They fold compactly into small leather zipper case.

*Can be bulk-shipped . . . or sent gift-wrapped, with your message to individuals on your gift list.*

In small, medium, large, extra-large sizes. With our special plan, size is no problem.

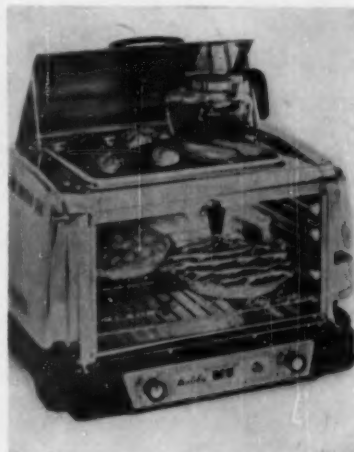
WRITE FOR PRICES AND QUALITY DISCOUNTS

**The DANIEL HAYS COMPANY, Inc.**  
GLOVERSVILLE, N.Y.

Gift  
Gallery

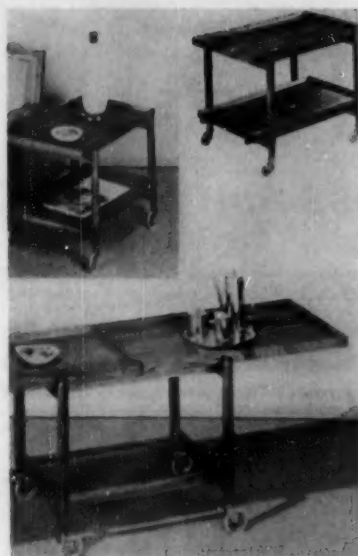


▲ NO GUESSWORK is the promise of the Kodak Automatic 35. This miniature camera combines a built-in exposure meter—which automatically sets the lens for precisely exposed slides or snaps—with advanced optical and handling features. \$89.50. Eastman Kodak Co., Rochester 4, N. Y.



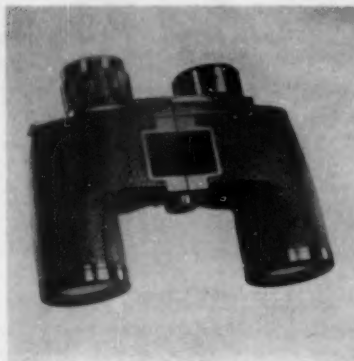
▲ VERSATILE Malibu grills and broils on top. Rotisserie below roasts meat on spit, and is also a bake oven. Control shuts off current automatically at any time up to four hours; AC. Removable trays for easy cleaning. \$99.95. Mariun Mfg. Co., 60-06 37th Ave., Woodside 77, N. Y.

SALES MANAGEMENT



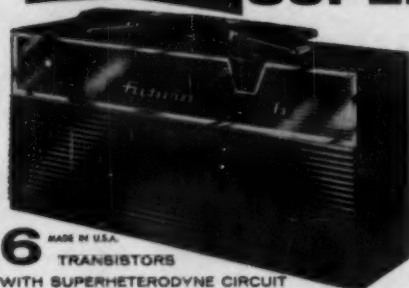
▲ **CONVERTA-CART** changes from table or shelves into buffet server. Walnut top and base with white plastic or walnut insert trays; trays 17" x 29"; height 23". Two models at \$50 and \$60. Fein-Weston Sales Corp., 225 Fifth Ave., New York 10.

▼ **20-YEAR GUARANTEE** and 30-day trial are features of Custom binoculars. Eyeglass wearers enjoy a full field of view, and extendable eyecups convert instantly for non-eyeglass wearers. Charcoal gray and black, matching case. \$89.50. D. P. Bushnell & Co., 506 Bushnell Bldg., Pasadena, Calif.



SEPTEMBER 10, 1960

## THE Futura **SUPER SIX**



THE FANTASTIC  
ALL-TRANSISTOR  
PORTABLE  
LOUDSPEAKER  
RADIO  
PRICED TO FIT  
ANY BUDGET!

Cat. No. 999  
Gift Packed  
6 to Shipping Case  
Case Wt. 9 lbs.

**6** MADE IN U.S.A.  
TRANSISTORS  
WITH SUPERHETERODYNE CIRCUIT

### THE ULTIMATE IN QUALITY, STYLE, VALUE!

SIZE 7½" x 4½" x 2"

The finest performance achieved in a budget-priced portable loudspeaker radio! A large Alnico Five loudspeaker insures quality reception—crisp and clear listening pleasure. An automatic gain control prevents "overloading" from strong local stations—yet is powerful enough to bring in out-of-town stations. The Super Six features easy to read tuning dial—built-in ferrite antenna—fold away handle—low cost operation on four standard penlight batteries—compact size—light weight.

For the Ideal Business Gift at CHRISTMAS...

WIRE—WRITE—CALL (TELEPHONE OL. 5-9520) COLLECT  
MILT GREY ASSOCIATES • 8693 WILSHIRE BLVD. • BEVERLY HILLS, CALIF.

## All Year Round You . . .

. . . can turn to the Gift Gallery for helpful suggestions on:

- Employee Contest Incentives
- Long-service Awards
- Company Anniversary Remembrances
- Retirement and Wedding Gifts

Prices range from modest to luxurious, to match your budget.

See p. 60 for the start of this big product parade.



## NOW! SEND YOUR LIQUOR GIFTS!!

YES-SIR, THE SILENT BUTLER delivers the goods, packaged goods, that is . . . Coast-to-Coast . . . a bottle, a case, or more!

Send us your gift list. **YOUR CHOICE** of popular domestic and imported liquors and champagnes will be individually and distinctively gift-wrapped together with a personalized greeting card and delivered throughout the United States.



For Color Brochure and complete Liquor List including **QUANTITY DISCOUNTS**, write to . . .

## the SILENT BUTLER

8007 DENNY AVENUE      NORTH HOLLYWOOD, CALIFORNIA



## The **One** Gift that **DOUBLES** Your Customer's Pleasure...

### It's Just Right

Exactly what each of your customers wants... because he selects his gift himself. We mail him your personalized gift-greeting folder which beautifully illustrates in full color about 20 items in the price group you specify. Six groups... \$4.65 up to \$40.00... available. Your customer checks his choice on a postpaid card that is returned to us. We send his gift...

again in your name...carefully packaged, fully insured. And report to you what was selected by each person on your gift list.

### It's Top Quality

Quality beyond compare! Only Famous Brand Names...grouped for known equal value...appear in your gift-greeting brochure.

Gerhart • Festerlin  
Lennex • Longines  
Troy • Kodak • Robeson  
Taylor • Doppelt • Offeters  
Bell & Howell • Fieldcrest  
Schaeffer • Corning Ware  
Springfield • Hudson Bay

**FREE**

Write today for  
fact-filled bulletin

THE

*Certif-A-Gift*

COMPANY

Specialists in Quality Incentive Awards  
829 Chicago Ave., Evanston, Ill. • Dept. SM

Sirs:

Send me all the facts on your Christmas Gift Service.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## Ten Commandments of Giving Business Gifts

Is there a doubt in your mind about the gift you have chosen being the "right" one? If so, Hickok Co., one of the largest producers of gifts for men, offers these guiding rules. They are based on wide investigations over the years. Use them to rate your selection.

— **Make it practical.** (Gags and hoaxes may get a laugh, but generally end up in the wastebasket or as meaningless dust-collectors.)

— **Make it personal.** (Find out, if you don't know, the recipient's interests or hobbies; then send what will be nearest his heart.)

— **Make it long-lasting.** (Even foods and beverages—favorites for the family—may be packed in reusable containers that will be enduring reminders of your thoughtfulness.)

— **Make it different.** (Time and effort will be well repaid in appreciation when you locate a really distinctive item.)

— **Make no compromise on quality.** (Select the best of its kind no matter what the price category. A gift from a firm of high reputation will reinforce your own company's prestige.)

— **Make it moderate in price.** (Don't try to impress with extravagance. Spend enough to show your

feelings are sincere, but don't label your gift as in poor taste. Fit it to the recipient's mode of living.)

— **Make it a surprise.** (Don't confine yourself to the usual holidays. Birthdays, wedding and other anniversaries may be remembered, too. And don't ask a recipient what he would like. An unlooked-for treat is much more enjoyable.)

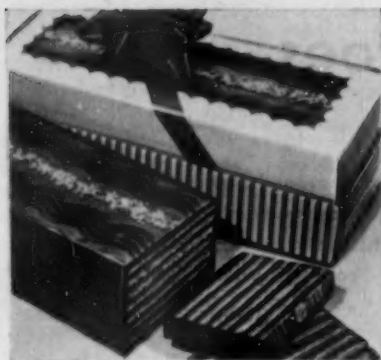
— **Make it on time.** (Start selecting well in advance of the delivery date. Then you will have a time margin for inscriptions, monograms, custom orders that will be exclusive. Also, you prevent last-minute errors and confusion.)

— **Make it up to date.** (Check the gift list for names, addresses, titles. Both companies and people are undergoing constant changes nowadays.)

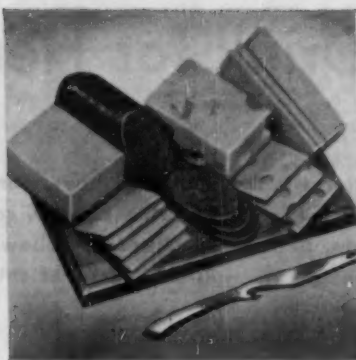
— **Make it festive.** (The wrapping is what a recipient sees first. Be sure the initial impression is favorable. A little extra spent on attractive packaging is worth the cost.)

SCORE YOURSELF: 6-10 — Excellent Choice  
4-5 — Fair  
1-3 — Poor





**DOBOSH TORTE**—the original of Old Viennal Richer, finer than all others! 8 thin layers of butter-rich cake, 7 layers of rich dark chocolate in between. 20 oz. size. Pack 200. **\$3.95**



**CHEESE AND SAUSAGE** and a  $7\frac{1}{2} \times 11\frac{1}{2}$ " hardwood board to serve it on, steel cheese knife.  $2\frac{1}{4}$  lbs. of Swiss, Brick, Aged American cheese; 9 oz. summer sausage. Pack 60. **\$8.35**



**CASKS OF WINE CHEESES** and wood tray. Charming pottery casks filled with easy-spreading club cheese with Port, with Sherry, with Rum and Blue Cheese with Brandy. 6 oz. ea. Pack 100 ..... **\$6.20**



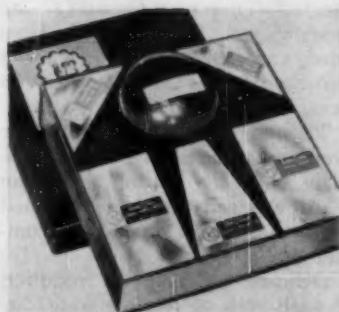
The finest *gifts* for VIP's  
**RARE GOURMET FOODS**  
beautifully gift packaged from  
**The Swiss Colony**

"America's Little Switzerland," for 35 years, famous for excellent natural cheeses and exclusive continental pastries. The grandest eating this side of the Alps!

We gift pack, enclose your greeting, ship postpaid to anywhere in U.S. Large quantity orders welcome. Satisfaction guaranteed



**NORTHWOODS BREAKFAST**—wonderful eating for the whole family! 2 lbs. hearty hickory-smoked Wisconsin bacon, 1 lb. Wild Rice Pancake Mix, pint of Maple Syrup, three 3-oz. jars of fancy preserves. Pack 358. .... **\$9.50**



**RED BOX** of five cheese favorites.  $2\frac{1}{2}$  delicious pounds of Jura-Cured Swiss, Old-Fashioned Brick, Aged American, Port Salut, and a gay round red Gouda. Pack 16. .... **\$4.95**



**CHEESE HAMPER SUPREME**—handsome prestige gift!  $14\frac{1}{2}$  lbs. of Old-World cheeses including Swiss, Brick, Provolone, Cheddar, Club Cheeses and more! Pack 28. .... **\$29.95**

The Swiss Colony • 65 Cheese Row • Monroe, Wis.

☐ Please ship the items I have listed on the enclosed sheet of paper.

☐ Send me your FREE 1960-61 Gift Catalog.

Name or Firm \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

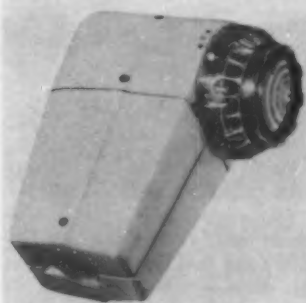
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**HOW TO ORDER**

Clip coupon and attach note stating: Name and Pack No. of item, Quantity, Name and Address to whom shipped. State ship for Xmas, ship now, or other delivery date wanted.

Enclose check or money order with order. No C.O.D.'s.

## Electronic MASTERPIECE



- Rechargeable - any AC outlet
- Cordless
- Buy no batteries
- Headlights! Shave in the dark
- Closest shave any electric shaver
- Full Guarantee
- Luxury Leather Case
- Actual retail price \$24.95
- Not sold in discount stores

De Luxe Novelty

### World's Smallest Flashlight



- 7/8" diam. globe finished in gilt & silver etched with world map and housing rechargeable flashlight for tiny sight-seeing such as maps, programs, or key holes! Recharger case supplied with 2 penlite batteries. Globe also available in leather.
- Retail at \$7.95
- Can be imprinted.
- Gold plated key-chain attached.
- Unique quality gift.

Send for descriptive quantity price sheets. Samples at your request.

## Monroe Hattenbach

347 5th Ave., N. Y. 16, N. Y. OR 9-3178

## Drink for Heroes

Claret is the liquor for boys, port for men; but he who aspires to be a hero must drink brandy, said the learned Dr. Samuel Johnson. Regiments of heroes follow his advice. Last year Americans bought six million gallons of this "soul of wine."

(Continued from page 40)

days, with the juice hissing and "boiling" as the natural sugar turns to alcohol. When the whispering stops, Nature has changed grape juice into wine. Now it is ready for distilling.

Many farmers have their own stills. Those who don't, take the wine to near-by distilleries. Several of the largest retailers own both vineyards and stills. But they cannot produce enough wine to meet their needs, so they also buy from smaller growers.

In any case, government officials strictly regulate the entire industry, from vines to labeled bottles and permits to export. Rules and methods are based on long experience and time-tested traditions.

With few exceptions, new-fangled "improvements" are frowned on. Plenty have been tried, and found wanting. The pot still used in the Middle Ages has never been bettered.

Through long winter months the fires under the stills burn unceasingly. Once the heating has begun the slow, steady fire is not touched until the entire process is completed.

Delicate judgment is required at each step of two separate distillations. Alcoholic content must be just so; temperature precise. Some distillers use measuring instruments. Others rely on their trained noses and palates. Finally, the white, raw cognac drips out drop by drop.

The colorless liquid is pumped into barrels for preliminary aging. Later the farmer dons his best clothes and heads for the big-town market - Cognac, population 17,000. All the producers have headquarters there.

Time was when tasters for these

firms sat under trees in the public square. Open-air buying and selling has now moved indoors. Henri, Jacques, and Jean submit their samples at the taster's laboratory-office. While he makes his decision, they swap gossip of the countryside. Trade and sociability are combined.

A taster's job is no all-day carouse in a golden haze. His company's prosperity depends on the accuracy of his judgment; and he has a

Put Your Name  
In Your Customers' Hands

6-FOOT  
STEEL  
TAPE

69¢  
in lots  
of 125



This is the inexpensive advertising specialty that is kept long and used often! Diecast, heavy chrome case bears your 4-line imprint and trademark on this tempered 6 ft. rule. Handsome gold foil gift box.

125.....69¢    576.....64¢  
288.....67¢    1152.....62¢

Sample on request

FREE! 40-page catalog  
listing over 250 proven  
executive gifts and ad-  
vertising specialties.

R. Frank Advertising Specialties, Inc.  
253 1 Center St. Williston Park, N. Y.

SALES MANAGEMENT

fitting title: Grand Master of the Warehouse.

He approaches a morning's work with due gravity. A small breakfast, eaten hours before, has left his stomach virtually empty. He does not smoke; he makes his mind a blank to avoid any influence.

Giant, balloon-shaped glasses used by the unknowing are not for him. First, they are too big to be easily warmed. Second, the bouquet is too concentrated by the narrow mouth. A medium-sized, tulip-shaped glass serves his art.

Into it he pours until the glass is about half full. Next he warms it in his palm, and twirls until the vapors mix evenly with the air in the glass.

#### Sample Tells All

Only now does he take a long sniff. That may be enough to assay an inferior offering. If not, he eases a single drop onto his tongue.

Outsiders may find it hard to believe, but this tiny sample tells the Grand Master everything about the whole barrel:

Where the grapes grew. If they ripened properly, or were nipped by a spring frost. If the wine was correctly handled. If the distillation was slow enough.

On an average day a taster will pronounce on 60 to 80 samples—without swallowing one. His sensitive perception will accept or reject droplets representing hundreds of gallons and millions of francs. That night he will wind up dinner by drinking a "Fine." But then it's purely for pleasure.

All his purchases are made with a handshake; no written contracts are necessary among gentlemen of this industry.

Buying is one half of the Grand Master's job. Blending is the other half; and it calls for even more precision. The first blending takes place when the farmer delivers at the warehouse. Cognacs of the same growth-areas and the same years, which are virtually identical, are poured into huge oak casks.

Filled casks, in turn, are emptied into smaller barrels for easier handling, and the barrels go into storage. Stacked three high, a maximum of air can get at them. Warehouses—dark, dry, cool—are of stone with Roman tile roofs.

SEPTEMBER 10, 1960



## HOW to Make a Hit with Customers this Christmas

### Give **Coleman** Outing Products

With Coleman, you give your customers fun—enjoyment as big as all outdoors. Coleman is the equipment that puts pleasure in camping, fishing, hunting, picnics, family outings.

And the name tells everyone you're giving the best. Coleman is the most famous, most wanted equipment of its kind the world over.



**Picnic Stove.** So compact you can hold in one hand. Snap-on, throw-away fuel cartridges.



**Folding Camp Stove.** Folds and carries like a suitcase, cooks like a range.

**Sportsmaster Stove.** Quick coffee or hot food. Ideal heater for duck blinds.



**SNOWLITE Jug.** Holds heat or cold up to 115% longer. "Pitcher-Pour" handles or nylon-launder models with bail.



**SNOWLITE Cooler.** Holds cold up to 45% longer. Tough and durable but light and easy to carry.



**Floodlight Lantern.** Floods a wide area with brilliant white light. Storm, rain, and snow-proof. Safe.



Write for descriptive literature and name of nearest distributor.

The Coleman Company, Outing Products Division,  
Wichita 1, Kansas

### Employee Incentives?

You'll find plenty of prizes for sales campaigns and other contests in the Gift Gallery. Prices to fit every budget.

This picture parade starts on page 60. Turn to it for fresh ideas all year round.



## You will find it quicker . . .

by using the special index at the end of the book. It covers, under the proper product classification, every item appearing in the advertisements and the editorial Gift Gallery.

## To a King's Taste



**Fiddlers Creek Farm Smoked Products** are fit for a king . . . (and for his friends and associates) delicious bacon, turkeys and capons, delicately seasoned and slowly hickory smoked until golden.

Smoked bacon, five separately wrapped pound packages, sliced to suit your individual taste—the hearty country slice—or the regular slice.

For the peak of luxury, **Bacon-of-the-Quarter**, a five pound package of delicious bacon every three months, to remind friends and associates of your holiday wishes throughout the year.

Smoked turkeys (8 to 15 pounds) and smoked capons (5 to 6 pounds), gourmet's delights, perfect for entertaining, for sandwiches and for unusual culinary treats.

Every item is carefully gift wrapped. All lists and cards handled with care.

### FIDDLERS CREEK FARM, TITUSVILLE, NEW JERSEY

Per attached list, please send the following:

—smoked bacon, 5 pound package @ \$6.00 plus postage (slice preferred: hearty ☐ regular ☐)

—Bacon-of-the-Quarter @ \$22.00 plus postage

—smoked turkeys @ \$1.75 the pound plus postage (appx. pounds \_\_\_\_\_)

—smoked capons @ \$1.85 the pound plus postage (appx. pounds \_\_\_\_\_)

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Larger warehouses hold up to 30,000 barrels. The Grand Master's priceless "little book" notes the origin, year, and quality of every one. A certain quantity of young, middle-aged, and old cognacs are kept in each warehouse so that in the event of fire the company will not be left with only one kind.

Barrels of exceptional quality are cosseted like babies by the Grand Master. Season by season he moves them from one place to another for minute variations in aging.

With a vast supply of diverse cognacs on hand the Master is ready to prepare a blend. Whiskey blends contain neutral spirits. All brandy is a mixture of brandies and nothing else. His problem is this:

Nature never provides a uniform product. Yet he must give you a brand that tastes the same despite time, space, and weather. Some of the wine essences he mixes in small quantities were born in the Grande Champagne; some in other growing areas. In age they range from about 5 to 45 years.

Adding and subtracting, he first duplicates his firm's established brand on a small scale. Mass mixing, of up to 4,500 gallons at a time, follows. Another year's aging in the wood "marries" the blend thoroughly. After final filtering through a series of oak vats, the cognac is bottled and labeled.

### A World Traveler

Boxed for shipping, the bottles start for all points on the globe. They end beside a Nile River campfire, in a suburban rumpus room, or at your favorite cafe.

Should a restaurant waiter try to impress you with a cobwebbed bottle "in our cellar for 20 years," you may snort at his ignorance. No brandy ages in glass, but only in the wood. Once bottled, it will not change.

You will have noticed mention of oak barrels and casks in the aging process. That wood is of great importance. Oak from the neighboring forest of Limousin is used exclusively. Many others have been tested—from other parts of France, Russia, and the U.S. All impart a harsh flavor which would give experts the shudders. Charred Limousin oak is faultless.

Gently it transforms the maturing cognac from white to a clear gold, and then to a deep-hued chestnut tone.

Hand-made barrels are porous. Part of their contents evaporates constantly. Every day the equivalent of 25,000 bottles of cognac disappears into the air. What remains has been smoothed down to 40 or 42% alcoholic content (80 to 84 proof).

Evaporation raises the price of brandies. The four or five-year wait before the vines bear fruit is an added cost. Mature vines work for about 30 years. Then the land must be planted with another crop for several years. Ten gallons of wine are condensed into a single gallon of brandy. All this is reflected in the price tag at your liquor dealer's.

Cognac bottles on his shelves are labeled with initials and stars that mystify many people. Here's what they indicate:

V.O.—Very Old. V.S.O.P.—Very Superior Old Pale. V.V.S.O.P.—Very, Very Superior Old Pale. E.O. or X—Extra Old.

## FLORIDA INDIAN RIVER Oranges and Grapefruit

Tree Ripened - - Natural Color

NATIONALLY FAMOUS!

EXCELLENCE<sup>™</sup> UNSURPASSED

★ ★ ★ ★ ★ ★ ★

Year after year our customers have these very nice gift packages of fine INDIAN RIVER fruit sent to their customers, business acquaintances, friends, relatives and also to themselves.

The recipients always express elation and many of them become our new customers.

The sender of course is complimented for his own good taste in giving such a sensible and much appreciated gift.

★ ★ ★ ★ ★ ★ ★

**PRICED RIGHT for TOP VALUE**  
From \$5.95 to \$16.95 delivered



Write for illustrated,  
descriptive folder  
with itemized prices

**FLORIDIAN FRUIT SHIPPERS**  
2941 East Las Olas Boulevard  
Ft. Lauderdale, Florida

SALES MANAGEMENT



Formerly the initials actually denoted age. V.O. contained a blend of 10- to 12-year-old vintages; V.V.S.O.P. had 40-year-old, and so on. Today the initials are almost meaningless when comparing competing brands. One company's V.S.O.P. may be no older or better than a rival's V.O. But a company's V.S.O.P. is finer than its V.O.

#### Reading the Stars

Stars as indicators of age or rarity have also been abused in the scramble for sales. True, Company A's "Three Star" brand is better than its "One Star." On the other hand, Company B's "Five Star" may be of higher quality than Company C's "Seven Star." The stars, like the initials, show grades within a line (standard, de luxe, super de luxe), and that's all.

Stars are said to have originated in 1811 when, as a comet flamed across France, a crop of superb quality was harvested. In commemoration, a star was placed on the vintage. Next year was "great" in the vineyards, and two comets blazed. Distillers joyfully pasted on double stars.

Though comets stopped, merchants continued adding stars. Not all the follies of advertising are committed by Madison Avenue.

Since Napoleon I was Emperor during comet years, his name became associated with superlative brandy. Today a number of companies artfully imply that their "Napoleon brandy" was actually barreled when the Little Corporal ruled Europe. This is on a par with suggesting that Abraham Lincoln rode in a Lincoln convertible. Such brandy may be good, but the "Napoleon" trade name is just an elegant-sounding phrase.

Second only to cognac in reputation is Armagnac. It comes, in smaller quantity, from a legally defined district of southwest France. Distilling methods are slightly different; and aging is in casks of black Gascon oak. Some connoisseurs prefer its drier taste.

Spanish brandy is a little sweeter than cognac or Armagnac. Originally it was distilled from sherry wine for use in sweet and dry sherry to stop fermentation. However, the by-product soon won friends for itself. Sales in this country are rather limited.

SEPTEMBER 10, 1960

For... ★ Modest gifts — up to \$3? See page 74

★ Gifts at \$3 to \$10? See page 92

★ Substantial gifts — \$10 to \$20? See page 130

★ Gifts at more than \$20? See page 150

★ You'll find gifts for That Special Occasion  
on page 160

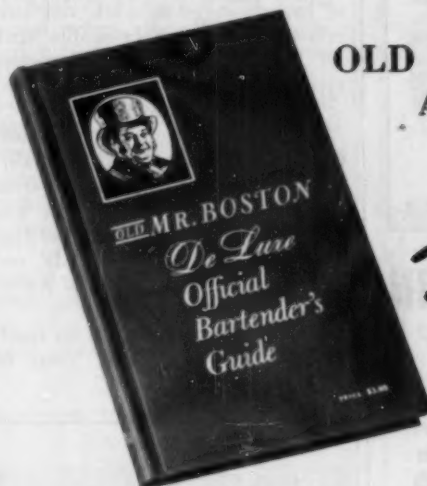
## WIN FRIENDS AND INFLUENCE PROSPECTS

with  
**OLD Mr. BOSTON'S**  
**ALL-NEW 1961**

**OFFICIAL**

*Bartender's  
Guide*

**ONLY \$1 BY MAIL**



The gift with a flair . . . perfect for your  
friends, customers, business acquaintances.

Check these exciting new features . . .

- New Martini Section!
- Bar and Mixing Hints!
- Party Planning Guide!
- Illustrated Glassware Guide!
- Over 750 Professionally Tested Recipes!
- Handsome Red and Gold Hard Cover!

**SEND COUPON  
TODAY FOR EARLY  
DELIVERY**

Adv. Dept., Mr. Boston Distiller Inc.  
1010 Massachusetts Ave., Boston, Mass.

Please rush \_\_\_\_\_ copies of Old Mr Boston's  
Bar Guide.

Our check for \$ \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

(Sample copies: \$1.00 each Case of 50: \$45.00)

Postage Prepaid

## CRACK YOUR BUSINESS GIFT PROBLEM



### NUTCRACKER of Teak and Solid Brass

Give an impressive gift. This natural grained TEAK and SOLID BRASS Nutcracker, imported from Denmark, is designed with an eye to substantial beauty as well as practical function. It measures approximately 9 1/2" overall.

**\$8.95**

Retail Price Shown  
Corporate Discounts on Request

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## CEDAR LOG CABIN & FORT



Kids  
Love  
'em  
Both

Log cabin  
for junior  
cowboy or  
as a doll  
house for  
junior

misses. Made of split cedar logs, it comes preassembled in six sections and can be put together in minutes. CAN ALSO BE USED AS UTILITY SHED.

4' x 5' on ground, 5 1/2' high... **\$21.95**  
5' x 7' x 6 1/2' high... **\$42.95**  
and with shutters and door... **\$59.95**

FORT  
LEE



Made of split Cedar logs, 5 x 7 feet on ground, 5 feet high. Will stand up in all weather. Includes blockhouse, firing platform, flagpole and gate. Shipped in preassembled sections. Can be set up in minutes. Terrific play value. **\$29.95**

All prices F.O.B. Camden, N.J.

(Charge your Diners' Club Card)  
Over 102,000 cabins shipped  
throughout the 50 states!

CEDAR PRODUCTS

Box 84-SM

N. Baldwin, N.Y.

170

Portuguese brandy, too, has a smaller market than cognac. Made from port wine grapes, it was introduced here in the 1940's when World War II shut off French imports.

Brandy, mainly Rhineland, accounts for about 25% of all alcoholic beverages drunk in Germany. GI's stationed there brought back a taste for it when they returned home. As a result, German exporters have opened up the U. S. market. Their advertising is concentrated in such trend-setting magazines as The New Yorker and Gourmet.

Connoisseurs used to prefer imported brandies because "American distillers are too impatient to let it age." The complaint is no longer fully justified. Many American firms have now built up stocks of brandy—aged in white oak barrels—that compare favorably with all except the finest European types.

For proof, look at the figures:

U.S. consumption last year was 6,042,000 gallons. Imports totaled 1,642,000; the rest came from American grapes. California was far ahead as a producer, bottling 3,520,000 gallons. Obviously our fellow citizens like to "buy American."

The product they get is an amalgam of the work and ideas of

countless men from many countries—typically American.

When Leif Ericson ran his Viking longboat onto a North American beach about 1000 A.D. he found grapes so abundant inshore that he called the place "Vinland" or "Wineland." Leif didn't settle here permanently, however (if he had all Americans might be Vinlanders today). He went back across the stormy seas, and Vinland became merely a name in Norse sagas.

Not until 1518 did anybody get around to cultivating vineyards on this side of the Atlantic. Then Cortez, the Spanish conqueror of Mexico, ordered landholders to plant, every year for five years, 1,000 vines for each 100 Indians living on their estates.

The vines were brought from Spain because Conquistadors at first looked down their proud Castilian noses at New World products. Mexico suited the immigrants, and wine-growing increased so rapidly that it hurt the Spanish import trade. Madrid clamped down on colonial growers. All except Spanish wine was contraband.

Mexicans kept right on harvesting grapes, out of sight of the Spanish overlords. By slow degrees vines were carried to California, where the climate was even better. In 1769 Franciscan Fathers had

## THE NEW SHAPE OF SUCCESSFUL GIFT-GIVING



A gift from the distinguished Taverneau Collection is the right choice for every business-gift occasion. Designs of classic elegance by Arthur Umanoff are beautifully hand-sculptured in rich and rare taverneau wood from the forests of Haiti... creating serving accessories and decor accents of masterpiece stature. To make a lasting impression, give the gift that is *always* successful—Taverneau.

**Prices from \$3 to \$12**

Write for free catalog. Quantity discounts on request.

The story of "The Taverneau Collection" is included with each piece.

**DEER HILL CO.** We welcome inquiries from premium specialists.  
590, 127-17 20th Avenue • College Point 56, New York

SALES MANAGEMENT

established a chain of 21 missions from San Diego northward, with vineyards at most of them. Descendants of the vines they planted are still growing.

Pioneer Jean Louis Vignes, a Frenchman, started a vineyard where the Los Angeles Union Station now stands. Others imitated him. Highgrade Los Angeles brandy was ready for Gold Rush miners when they arrived.

Among those who came in '49 was a Hungarian nobleman with the difficult name of Agoston Haraszthy. A man of vision, he imported varieties of vine cuttings from Europe, and experimented with plantings in different soils and sections. Haraszthy is gratefully remembered as "the father of California viticulture."

Commercial vineyards in the English settlements failed for more than 200 years. John Winthrop tried near Boston; William Penn at Philadelphia; Thomas Jefferson at Monticello; a group of Napoleon's former officers in Alabama. European vines they hopefully set out refused to thrive.

Wild vines were finally tamed and cross-bred, producing happy new types. Nicholas Longworth, for instance, bottled a Catawba wine near Cincinnati that made Henry Wadsworth Longfellow burst into verse.

During the 1870's an insect pest almost wiped out the vineyards of California and Europe. Scientific research saved the world from a wineless, brandyless fate before the last cellar was drained dry. At vast cost and effort, vineyards were replanted with blight-resistant roots onto which choice grape varieties were grafted.

Prohibition devastated the industry in another way. Yet the dry law allowed medicinal, sacramental, and cooking uses; and some vineyards stayed alive.

Among them were the large California estates of the Christian Brothers. The religious Order was founded in 1680 at Rheims, France, to educate poor children. Today it maintains schools and colleges all over the world, with 119 in this country.

Originally producing only sacramental wines, the Brothers now market both wine and brandy. At Reedley, Calif., 40 miles southeast of Fresno, the Brothers devised special stills for their grape essences. After 500 trials, they hit upon a blend of seven or eight brandies which has never been changed.

It is not a cognac. No American brandy pretends to be. The two drinks are entirely different. But the claim is made: "Every fourth bottle of brandy sold in the U.S.—

## hideaway sportcase and rod

Unique gift for traveling executive  
who likes to fish



22 1/4" x 12 3/4" x 5 3/4"  
weighs only 8 lbs.  
including rod

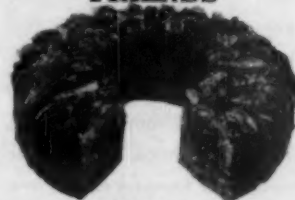
Looks like a handsome attaché case, it's really the world's finest fishing kit! Has compartments for business papers, reels, and specially-designed St. Croix fishing rod (included). Quality construction throughout: Case of Western Cedar and Philippine Mahogany, covered with saddle-stitched, scuff-resistant washable vinyl in Suntan or Ginger. Four-piece, 7' St. Croix rod weighs only 4 1/2 lbs. Interchangeable handles for bait-casting and spin-casting or fly-casting and spinning. Nickel ferules, chrome-plated guides and fly tip, anodized aluminum reel seat. Perfect balance and feel. Offered for first time anywhere—not available in stores. Limited supply. Only \$89.95 for case and rod. Specify color. Money-back guarantee. Send check or MO to SKF Company, Dept. SM, 1050 Cambridge, Marion, Ohio.

COMPACT "HIDEAWAY" ROD, same as above, available without Sportcase. Specially-designed to fit suitcase or overnight bag. With plastic case. Only \$33.50.

## What to Give?

See special index  
of Gift Ideas  
at end of book

BAKED TO  
ORDER FOR  
YOU AND YOUR  
FRIENDS



World Renowned

ORIGINAL *DeLuxe*  
"THAT FAMOUS  
CORSCIANA, TEXAS FRUIT CAKE"  
... SINCE 1900

If your mouth waters for sure enough FRUIT CAKE, and you've never eaten DELUXE, let us send you a generous free slice. Taste its oldtime goodness—the luscious fruits and fresh, plump Texas pecans, the richness of this delicacy. DELUXE is that "best of its kind" for your holiday get-togethers, for friends dropping in. Baked to order, stays moist and delicious, rich in that wonderful "Christmas cake" aroma. Every DeLuxe guaranteed the best fruit cake in the world, or your money back. Write for free sample or better still, order your wonderful DELUXE Christmas cakes today... we'll bill you after Christmas!

### SEND NO MONEY—SEND YOUR LIST

Just send your list, we do the rest. Cakes shipped in old-time Christmas tin, postpaid and insured. We will enclose gift cards for you.

2 lbs., \$4.15; 3 lbs., \$5.75; 5 lbs., \$8.95.

COLLIN STREET BAKERY  
P. O. Box 810, Corsicana, Texas

☐ Send me free slice.

☐ Send me \_\_\_\_\_ cakes...size \_\_\_\_\_

☐ Send cakes to enclosed list, in sizes requested. Bill me after Christmas.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_





Genuine

## Wishbone® Hangers In Executive Gift Box

No one ever has enough of these famous non-tangling, suit-saving Wishbone-Hangers. They're particularly welcome in this deluxe and unique gift trim of walnut or ebony with 18 KT. gold plated hook and trouser clamp. Four hangers nested in a newly designed, gold crested gift box would retail for **\$5.00**. Now available as executive gifts for only..... **\$3.00**

Shipped 4 boxes of one color to the carton as a minimum order. Specify: "Executive Gift" box No. 60 in black or walnut.

Premium representatives inquiries invited.

**JOHN THOMAS BATTS, INC.**

333 Mill Ave.  
Grand Rapids 2, Michigan

### FULL DETAILS . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention Sales Management's Business Gift Issue.

including imports—has a Christian Brothers label."

All profits go to support the Order's educational activities. Whether they teach or make wine and brandy, the Brothers personally receive no money.

Following Repeal, the Brothers and other astute vineyardists began to lay down barrels for slow maturing. Their foresight is paying off. In the last seven years liquor sales rose 10%. Brandy sales rose 40%.

What is the best age for brandy? Opinions are split. A *bon vivant* of Cognac once pinpointed his local drink's zenith:

"Cognac is like a woman. She is at her best between the ages of 25 and 40."

Harold J. Grossman, American liquor authority, commented: "He knows cognac as well as ladies."

The two experts were talking about brandy of Rolls-Royce quality. Average men are quite happy with a less-exalted car or drink. Most brandy sold is aged five to ten years or is a blend of assorted vintages from five years up.

### Just Another Dog Story

Romantic stories seem to cluster around brandy. One of the most firmly fixed concerns St. Bernard dogs. To nine people out of ten, "St. Bernard" lights a mental TV screen depicting:

"A traveler lost and freezing in Alpine snowdrifts. But hark (or bark) a St. Bernard bounds to the rescue! Under his friendly muzzle is a small keg of chill-chaser."

Fact is tangled in this nick-of-time fiction. Monks of the St. Bernard Hospice, on the 8,094-foot-high Swiss pass, have bred the big dogs since the 1600's. For some 300 years the intelligent animals saved the lives of travelers. Yet they never carried a thimbleful of brandy. That, doubtless, gurgled later when the survivors thawed out at the Hospice.

The yarn has been traced back to the late 19th Century when a French artist visited the monks. Like everyone, he was charmed by the dogs. Afterwards he painted a picture of one noble lifesaver at work. With artistic license he portrayed a brandy keg under its dewlap.

"Brandy cask, eh?", chuckled the monks. "What a delightful idea. Pity it's sheer fantasy; but harmless, anyway."

The world took the attractive fable to its heart. Traveling dog-bars are part of international folklore. A statue has even been erected to the dog, complete with benign expression and keg.

Pony-size St. Bernards no longer pad from the Hospice on errands of mercy. Cost of feeding them daily pounds of meat grew too steep for the monks. A few dogs are kept as pets; and throughout Switzerland they haul farm carts. Helicopters have taken over their duty of rescuing snowbound travelers. Ours is a Machine Age.

Of course, the kindly canines will not fade from legend and the drawings of artists.

Yet the cold-cure which they reputedly offered is no mirage. It may still be had. Not in casks on an Alpine peak, but in bottles. Just ask your friendly liquor dealer. He'll tell you it's a drink for gentlemen, scholars—and heroes.

## TRANSISTOR RADIO



### EXECUTIVES

Are you in a quandary about Christmas gifts for clients, staff and friends? Solve the problem with this full range, triple transistor radio built into extra light weight frames. Perfect for play by play listening to all the ball games, on the beach, patio or anywhere. Built in volume control, batteries available everywhere. (Hearing aid, 150 hr. battery) Available for men and women. Per pair \$29.95, 25 pair \$25.00 per pair or in lots of 100, \$22.50 per pair. All shipments prepaid. No. COD's.

*Portofino*

449 NORTH BEVERLY DRIVE  
BEVERLY HILLS, CALIFORNIA

SALES MANAGEMENT



# Answers to Your Gift Problems

For the undecided, this product index offers a wealth of ideas. To those with ready-made specifications, it shows the products which fill the bill.

Both editorial and advertising suggestions in this issue are listed, page by page, in three ways:

1. By product, in alphabetical listing.

2. By maker or seller, in the Advertisers' Index (page 215).

3. By price, for items pictured in the Gift Gallery (see Table of Contents, page 3).

Singly and together, the three lists will stimulate your thinking. They will help you find the right gift at the right price.

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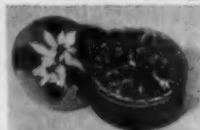
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SEPTEMBER 10, 1960

One of America's  
Top 50 Restaurants...

## The Tavern Presents Gifts of Taste



**Tavern  
Fruit  
Cake**  
\$5.25

Our fruit cake is baked with plump candied fruits, fruit peels and toasted meaty nuts, spiced to a delicate balance, and bleached with the delightful bouquet of genuine Jamaica Rum and rare old brandy. The result: three pounds of incomparable goodness. Packed in a reusable tin.

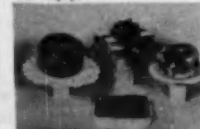


**Gift  
Package  
No. 1**  
\$7.50

THE FRUIT CAKE is loaded with plump candied fruits, fruit peels and toasted nuts, spiced to a delicate balance. Rich with the delightful fragrance of genuine Jamaica rum and rare old brandy. 2 lbs. of incomparable goodness.

THE BROWNIES... luscious nut-filled chocolate brownies with a creamy fudge icing hold promise of a special treat.

THE FLORENTINE SPONGE... only the Tavern can bake it. Rich with orange and lemon flavor, surrounded by toasted almond crumbs. A wholesome treat the whole family will enjoy.



**Gift  
Package  
No. 2**  
\$10

THE FRUIT CAKE is loaded with plump candied fruits, fruit peels and toasted nuts, spiced to a delicate balance. Rich with the delightful fragrance of genuine Jamaica rum and rare old brandy. 3 lbs. of incomparable goodness.

THE COOKIES are a special selection of a dozen different varieties of butter cookies, all made by hand and individually finished. These favorites include chocolate leaves, rainbows, French cigarettes, chocolate sandwiches, nutty hollands and mirrors, mac-tarts, pistachios and chocolate cherries.

THE BROWNIES... luscious nut-filled chocolate brownies with a creamy fudge icing hold promise of a special treat.

**THE TAVERN  
RESTAURANT PANTRY**  
444 Elizabeth Ave., Newark 12, New Jersey  
TAIbet 4-2222

1. We can drop ship according to your individual list or bulk ship to your plant or office. Parcel post extra on drop shipments.
  2. Your order will be acknowledged promptly.
  3. Every Gift Parcel is fully guaranteed to arrive in perfect condition.
- PLEASE ENCLOSE ORDER, DELIVERY DATE  
DESIRED AND SHIPPING INSTRUCTIONS

Company	.....
Name	.....
Address	.....
City	..... Zone ..... State .....
<input type="checkbox"/> Check enclosed <input type="checkbox"/> Charge	
Name to go on gift card	.....
<input type="checkbox"/> Our own gift card enclosed	

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